

APR. 25-MAY 1, 1988

PROGRAM NAME DAYTIME DUR NET NO. #STNS CVG% TYPE OF T/C						KEY	HOUSEHOLD AUDIENCES AVG. SH AVG. AUD. % AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
										PERS	WOMEN	18-49		18-	18-	25-	35-		18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.			
									(2+)	18+	49	<3		34	49	54	64	55+		34	49	54	64	55+	12-17	12-17	2-11	6-11	
EVENING																													
A DIFFERENT WORLD						A	22.7	38	2011	1617	322	272	93	762	304	500	433	303	223	366	158	239	220	141	104	195	109	294	194
THU 8.30P 30 NBC 5						B	23.8	39	2112	1725	317	265	100	761	311	511	450	321	207	413	192	286	243	167	104	225	125	326	213
208 99 CS 28						C	24.8	39	2200	1797	351	293	100	828	329	530	460	341	248	469	201	311	273	199	126	205	114	295	191
AARON'S WAY						A	12.5	21	1108	1656	265	191	48^	878	179	374	396	429	443	533	140	274	247	245	236	102	62	143	94
WED 8.00P 60 NBC 6						B	13.5	22	1193	1667	281	200	61	893	177	396	414	449	430	503	120	244	228	240	233	102	57	169	106
205 98 GD 8						C	15.1	25	1340	1670	288	202	61	893	171	395	418	456	426	519	120	241	236	255	244	105	63	154	94
8.00 - 8.30						A	11.8	21	1045	1635	260	185	44^	886	167	361	387	436	461	525	137	262	235	234	243	99	59^	125	86
8.30 - 9.00						A	13.1	22	1161	1687	272	198	52^	878	191	389	408	427	430	544	143	286	260	256	232	105	65	160	102
ABC SUNDAY NIGHT MOVIE						A	12.4	19	1099	1546	312	217	59	879	195	410	431	448	382	536	133	234	258	269	249	64	25^	67	46^
SUN 9.00P 120 ABC 6						B	13.3	22	1178	1731	308	244	81	713	248	448	421	353	211	698	265	476	457	357	164	143	52	177	113
218 99 FF 12						C	14.1	23	1251	1757	315	254	80	738	263	469	441	360	213	726	274	491	467	369	175	136	54	157	99
ONASSIS: RICH MAN-THE WRLD, PT. 1						A	11.9	18	1054	1574	332	230	59^	895	206	430	442	457	377	521	132	237	247	256	242	77	29^	80	55^
9.00 - 9.30						A	12.6	19	1116	1546	314	216	57^	877	192	409	431	451	378	536	133	239	256	272	251	65	28^	68	47^
9.30 - 10.00						A	12.4	18	1099	1545	307	213	60	880	194	411	433	448	381	544	132	232	264	277	256	60	22^	60	41^
10.00 - 10.30						A	12.5	19	1108	1545	303	211	59	879	191	399	425	442	396	551	137	231	270	277	253	53^	22^	62	41^
10.30 - 11.00																													
ALF(R)						A	15.5	27	1373	1727	301	258	103	732	301	504	431	314	179	443	210	324	277	192	91	178	99	374	245
MON 8.00P 30 NBC 5						B	17.6	29	1563	1821	284	249	92	694	281	476	412	298	180	486	237	375	316	202	84	221	107	420	279
206 99 CS 29						C	18.7	28	1657	1919	311	264	99	729	312	505	443	303	181	516	244	398	343	225	93	234	110	441	286
AMEN						A	17.7	32	1568	1684	321	241	74	872	271	436	404	351	394	448	130	219	201	195	195	126	84	238	173
SAT 9.30P 30 NBC 6						B	16.7	30	1478	1695	306	231	83	850	255	445	411	365	356	439	143	233	209	189	180	164	102	241	171
205 99 CS 28						C	17.5	31	1552	1731	321	238	69	869	245	431	407	382	379	486	154	259	240	217	193	154	95	222	156
AMERICA'S MOST WANTED						A	6.6	11	585	1778	387	330	111	747	388	586	468	311	105^	666	333	517	429	301	102^	187	82^	178	79^
SUN 8.00P 30 FOX 4						B	6.4	11	565	1749	349	305	108	689	345	527	431	284	126	670	327	542	471	307	89	170	88	219	125
130 85 OP 4						C	6.4	11	565	1749	349	305	108	689	345	527	431	284	126	670	327	542	471	307	89	170	88	219	125
BEAUTY & THE BEAST(R)						A	9.4	18	833	1529	386	284	66^	916	207	442	438	446	411	429	97	182	194	189	220	63^	19^	121	69^
FRI 8.00P 60 CBS 4						B	10.9	20	964	1610	351	262	81	907	224	463	459	440	376	471	121	229	230	223	210	68	41	164	96
208 98 A 25						C	12.8	22	1134	1694	346	263	76	891	244	477	458	430	351	541	140	286	279	280	218	85	50	177	104
8.00 - 8.30						A	8.6	17	762	1536	381	276	62^	918	198	437	424	449	425	444	101	189	207	191	226	63^	17^	111	62^
8.30 - 9.00						A	10.2	19	904	1524	390	291	70^	915	214	446	450	443	400	417	93	176	184	186	215	63^	22^	129	76
BILL COSBY SHOW						A	23.2	41	2056	1640	302	254	88	767	267	468	423	316	261	395	158	242	222	154	129	179	99	300	200
THU 8.00P 30 NBC 6						B	24.1	41	2135	1727	307	254	90	784	285	486	432	331	254	433	180	281	248	181	127	192	107	318	211
212 99 CS 32						C	27.5	44	2436	1803	336	273	89	842	298	495	441	354	295	496	187	303	274	219	159	176	96	287	184
BUCK JAMES						A	6.9	11	611	1509	299	198	49^	767	173	377	393	424	319	559	159	301	253	291	232	101^	50^	82^	43^
THU 10.00P 60 ABC 5						B	8.4	15	746	1507	308	216	57	791	174	382	412	439	326	535	154	295	283	286	201	85	40^	96	56
206 94 GD 7						C	8.1	14	719	1512	296	211	59	795	178	394	421	438	320	541	149	293	287	291	207	82	40^	94	57
10.00 - 10.30						A	6.8	11	602	1506	303	210	54^	780	192	396	390	407	318	515	140	274	226	269	218	107	51^	105^	52^
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

12 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR #STNS	NET CVG% TYPE	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN					
									PERS	WOMEN	18-49	LOH 18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.						
								(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11			
EVENING CONT'D																														
BUCK JAMES-CONT'D 10.30 - 11.00					A	7.0	12	620	1511	295	185	45^	755	155	358	395	442	320	602	178	328	279	312	245	94^	49^	60^	34		
CAGNEY & LACEY(R) MON 10.00P 60 CBS 2					A	9.6	16	851	1483	324	254	91	788	261	483	478	366	239	490	172	282	277	226	164	103	41^	101	52^		
208 97 OP 2					B	10.1	17	890	1439	314	255	74	774	246	455	437	351	268	488	170	283	271	219	167	92	45^	85	44^		
10.00 - 10.30					C	10.1	17	890	1439	314	255	74	774	246	455	437	351	268	488	170	283	271	219	167	92	45^	85	44^		
10.30 - 11.00					A	9.6	16	851	1502	347	275	103	799	270	496	488	372	235	488	173	282	277	219	160	104	42^	112	53^		
					A	9.6	16	851	1463	301	233	79	778	253	469	469	359	243	493	171	281	276	233	169	101	40^	91	51^		
CBS SUNDAY MOVIE SUN 9.00P 120 CBS 6					A	32.0	48	2835	1787	394	304	82	907	300	541	510	439	297	690	232	423	408	342	213	93	33	96	61		
211 99 FF 30					B	18.7	30	1658	1706	341	247	59	856	224	444	438	435	344	677	178	356	360	346	263	88	37	86	54		
MAGNUM, P.I.-FINALE					C	17.6	28	1560	1658	339	243	61	868	220	441	441	439	357	620	158	316	322	326	250	82	39	88	54		
9.00 - 9.30					A	30.8	46	2729	1802	391	296	73	901	284	516	486	434	315	690	223	407	401	338	223	90	29	121	78		
9.30 - 10.00					A	31.5	46	2791	1792	394	305	78	907	301	539	504	436	298	691	228	419	411	343	215	94	31	100	62		
10.00 - 10.30					A	32.6	48	2888	1782	396	306	87	913	305	551	523	442	291	685	233	424	408	340	209	97	37	87	55		
10.30 - 11.00					A	33.2	51	2942	1766	394	307	88	906	307	555	524	440	284	692	244	439	412	343	204	90	35	79	51		
CBS TUESDAY MOVIE					A	12.3	20	1090	1469	326	245	66	853	307	510	453	393	279	405	154	233	196	165	151	90	50^	121	68		
TUE 9.00P 120 CBS 3					B	12.8	21	1137	1569	313	234	74	812	250	452	438	391	294	508	164	286	274	247	184	96	45	152	78		
199 96 FF 3					C	12.8	21	1137	1569	313	234	74	812	250	452	438	391	294	508	164	286	274	247	184	96	45	152	78		
SHARING RICHARD					A	10.6	16	939	1490	305	234	61^	814	290	485	435	374	274	419	159	246	212	171	148	95	56^	162	91		
9.00 - 9.30					A	12.0	18	1063	1460	322	242	55^	831	305	504	440	382	265	396	155	229	197	164	145	98	55^	135	79		
9.30 - 10.00					A	13.4	22	1187	1471	335	246	70	873	314	518	463	402	288	389	147	219	180	157	152	95	53^	113	61		
10.00 - 10.30					A	13.2	23	1170	1458	339	255	77	884	317	529	468	409	288	417	155	238	199	169	159	74	38^	82	45^		
10.30 - 11.00																														
CHEERS					A	23.6	38	2091	1632	327	272	97	740	312	504	440	310	196	526	241	373	342	219	120	155	84	211	128		
THU 9.00P 30 NBC 6					B	22.7	37	2013	1652	325	272	109	746	324	520	461	314	184	500	234	358	317	209	114	184	88	223	139		
210 99 CS 31					C	23.6	37	2094	1703	355	297	108	802	338	533	470	332	222	540	234	376	337	238	131	164	86	196	120		
CHINA BEACH					A	15.0	26	1329	1550	327	288	106	734	310	530	482	331	157	603	259	461	427	294	115	98	44^	115	62		
WED 10.00P 60 ABC 1					B	15.0	26	1329	1550	327	288	106	734	310	530	482	331	157	603	259	461	427	294	115	98	44^	115	62		
216 97 GD 1					C	15.0	26	1329	1550	327	288	106	734	310	530	482	331	157	603	259	461	427	294	115	98	44^	115	62		
10.00 - 10.30					A	14.9	25	1320	1540	332	292	102	731	305	525	484	336	156	599	253	454	420	297	119	98	47^	112	63		
10.30 - 11.00					A	15.1	27	1338	1560	322	284	109	738	316	534	480	326	158	608	265	467	433	291	111	98	41^	117	61		
CHINA BEACH SPECIAL(S)					A	18.4	29	1630	1638	325	279	129	731	326	524	481	332	150	594	262	466	438	294	90	156	66	158	87		
TUE 9.00P 120 ABC 6																														
215 99 GD					A	18.9	29	1675	1650	312	271	126	706	323	506	466	305	147	542	229	416	392	276	88	187	80	215	128		
9.00 - 9.30					A	18.7	29	1657	1667	325	284	127	732	331	528	484	330	148	601	267	480	447	300	85	167	68	166	96		
9.30 - 10.00					A	18.3	29	1621	1612	334	286	131	734	322	525	484	341	148	610	275	486	460	301	87	134	56	134	69		
10.00 - 10.30																														
CONT'D																														

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

14 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	OF	T/C	NO.	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN						
											PERS	WOMEN	18-49	18- W/CH	18-	18- 49	25- 54	35- 64	55+	18-	18- 49	25- 54	35- 64	55+	12- 17	12- 17	2- 11	6- 11					
#STNS	CVG%	TYPE					%	%		(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
EVENING CONT'D																																	
CHINA BEACH SPECIAL(S)-CONT'D 10.30 - 11.00										A	17.9	31	1586	1604	323	275	132	744	325	533	484	348	155	617	276	478	451	295	98	131	58	112	53
CRIME STORY TUE 10.00P 60 NBC 4										A	10.0	17	886	1573	283	205	41^	742	138	335	350	388	355	646	192	336	296	303	277	119	67^	66^	35^
200 99 OP 22										B	11.7	21	1040	1644	280	208	56	758	158	381	398	425	308	712	198	403	380	385	252	96	43	79	46
10.00 - 10.30										C	12.0	21	1060	1612	281	208	58	752	178	383	388	405	307	680	197	390	373	371	236	100	46	81	46
10.30 - 11.00										A	10.1	16	895	1585	296	213	40^	757	134	331	344	392	375	641	184	330	297	300	273	117	67^	71	36^
										A	10.0	17	886	1544	267	195	41^	719	141	335	353	381	331	645	198	340	293	304	277	120	67^	60^	32^
DALLAS FRI 9.00P 60 CBS 4										A	15.6	27	1382	1532	331	235	50	935	179	369	399	446	493	436	77	177	193	206	231	48	22^	112	76
211 99 GD 27										B	16.2	28	1435	1574	300	214	57	929	191	384	409	422	479	470	100	209	226	219	225	52	28	124	81
9.00 - 9.30										C	16.8	28	1486	1632	320	232	66	961	220	424	440	423	467	487	118	229	238	227	222	56	31	128	87
9.30 - 10.00										A	14.8	26	1311	1523	333	239	47^	934	177	364	399	442	495	429	67	169	186	202	232	50	20^	110	76
										A	16.4	28	1453	1539	330	230	53	936	180	373	400	449	491	443	85	184	199	210	230	46	23^	114	77
DAY BY DAY SUN 8.31P 30 NBC 6										A	11.7	18	1037	1787	312	298	105	754	359	552	443	275	177	478	258	394	308	176	69	237	158	318	207
204 99 CS 9										B	12.9	21	1143	1749	332	287	94	741	316	513	432	311	190	482	225	356	307	206	99	214	137	312	209
8.30 - 9.00										C	13.8	21	1226	1780	337	290	94	764	327	527	447	320	199	493	225	365	313	216	102	218	136	305	206
										A	11.8	19	1045	1780	311	298	105	751	359	551	442	273	176	476	258	393	307	173	68	236	158	316	206
9.00 - 9.30										A	10.8	17	957	1685	273	261	81	701	295	497	403	290	180	458	198	351	286	211	92	233	142	293	193
DAYS & NIGHTS-MOLLY DODD THU 9.30P 30 NBC 6										A	16.5	26	1462	1571	328	277	121	754	292	512	463	343	203	496	213	360	328	228	105	144	89	177	103
206 99 CS 6										B	16.2	27	1435	1557	328	274	123	758	318	525	479	334	189	480	213	344	310	210	111	144	78	175	105
										C	16.2	27	1435	1557	328	274	123	758	318	525	479	334	189	480	213	344	310	210	111	144	78	175	105
DECISION '88:PENN PRIMARY(S) TUE 9.55P 5 NBC 6										A	11.4	18	1010	1624	288	193	41^	814	140	327	331	405	441	591	133	259	244	290	288	126	79	93	53^
196 96 P																																	
DESIGNING WOMEN(R) MON 8.30P 30 CBS 5										A	11.7	20	1037	1492	407	320	78	887	310	495	466	369	338	397	108	196	202	194	162	83	60^	124	59^
209 99 CS 9										B	13.5	21	1193	1526	361	280	85	844	293	481	445	357	314	461	149	259	257	215	162	85	51	136	75
										C	13.7	21	1218	1568	353	276	87	846	290	478	451	363	317	479	158	272	267	227	168	97	58	146	82
DIRTY DOZEN SPECIAL(S) SAT 8.00P 120 FOX 5										A	3.5	7	310	1477	226	180^	45^	449	151^	310	337	239	98^	818	286	521	494	447	240	95^	38^	115^	62^
124 83 A																																	
8.00 - 8.30										A	3.7	7	328	1370	237	179^	39^	432	133^	283	314	238	102^	748	319	521	458	361	182^	107^	53^	83^	65^
8.30 - 9.00										A	3.6	7	319	1426	227	180^	60^	434	133^	305	332	251	91^	774	261	471	463	422	242	103^	50^	115^	56^
9.00 - 9.30										A	3.3	6	292	1528	220	175^	44^	448	163^	318	339	220	96^	873	285	541	529	494	267	82^	33^	125^	64^
9.30 - 10.00										A	3.5	6	310	1551	213	180^	35^	470	174^	326	357	239	100^	864	270	537	518	505	267	82^	14^	136^	60^
DISNEY SUNDAY MOVIE SUN 7.00P 60 ABC 4										A	8.4	16	744	1803	224	171	97	638	242	422	358	320	171	456	190	330	317	219	96	210	103	499	360
216 99 FF 26										B	8.1	15	720	1888	244	200	85	658	248	449	401	329	175	532	187	378	376	293	111	200	101	498	329
SPLASH, TOO, PT.1 CONT'D										C	10.7	17	947	2030	277	234	103	714	288	493	442	328	185	593	245	439	410	296	116	208	103	515	328

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PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C										K E Y		HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN							
								PERS	WOMEN		LOH	18-49	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.							
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-11	6-11				
EVENING CONT'D																															
FAMILY MAN-CONT'D																															
203	96	CS		7	C	9.7	17	856	1668	289	227	93	753	260	438	402	332	273	402	160	258	239	179	116	187	121	326	222			
FAMILY TIES																															
SUN	8.01P	30	NBC	6	A	12.9	21	1143	1743	309	291	101	773	366	532	413	269	203	523	273	400	327	198	98	181	94	266	172			
	206	99	CS	33	B	13.2	22	1165	1728	326	283	86	750	323	505	406	300	207	493	233	357	310	207	106	197	119	288	192			
	8.00 - 8.30				C	17.9	27	1584	1882	372	320	99	791	363	558	469	317	189	575	278	428	366	243	107	214	120	303	204			
	8.30 - 9.00				A	12.9	21	1143	1745	310	291	101	774	366	532	414	269	203	524	274	400	328	198	98	181	94	266	172			
					A	12.2	20	1081	1775	307	299	109	786	374	548	411	266	209	520	283	408	320	185	92	191	121	278	178			
48 HOURS																															
THU	8.00P	60	CBS	5	A	11.0	19	975	1600	265	194	56^	753	191	348	364	363	339	669	171	339	343	338	275	81	16^	97	55^			
	207	99	DN	7	B	9.1	15	804	1508	271	184	54	752	152	325	362	381	356	615	145	297	311	315	264	60	17^	81	47			
					C	9.7	16	862	1538	263	183	61	757	162	333	360	373	356	618	146	303	315	313	263	66	23^	98	54			
ILLEGAL DRUGS																															
	8.00 - 8.30				A	10.3	18	913	1591	267	192	59^	765	181	341	358	369	357	647	164	318	321	313	281	81	15^	98	54^			
	8.30 - 9.00				A	11.8	20	1045	1594	262	194	53^	736	197	351	367	354	321	681	176	356	360	356	268	80	16^	96	55^			
FULL HOUSE																															
FRI	8.30P	30	ABC	6	A	11.7	22	1037	1584	224	171	92	769	243	397	362	295	337	436	178	278	284	178	125	126	70	252	159			
	207	97	CS	9	B	11.9	22	1054	1684	280	218	92	772	262	429	405	317	298	436	172	281	258	193	125	168	108	308	198			
					C	12.2	22	1083	1713	291	231	98	772	273	446	419	319	278	429	170	273	257	190	123	174	111	339	218			
GARRY SHANDLING SHOW																															
SUN	9.00P	30	FOX	6	A	3.9	6	346	1564	260	225	41^	608	337	472	368	217	97^	520	270	401	370	238	65^	200	129^	235	186			
	125	87	CS	9	B	4.5	7	402	1673	257	237	86	590	334	456	355	186	115	598	355	503	387	219	68^	200	112	285	203			
					C	4.6	7	404	1685	265	239	89	607	340	471	366	200	113	594	344	495	379	220	71	206	112	279	197			
GENERAL FOODS SHOWCASE(S)																															
MON	9.00P	120	ABC		A	19.0	31	1683	1579	339	270	84	895	284	524	472	444	313	439	149	266	257	209	147	110	65	135	79			
	215	98	GD																												
LITTLE GIRL LOST																															
	9.00 - 9.30				A	16.1	25	1426	1581	323	255	78	882	248	496	444	459	338	454	141	258	254	215	166	99	57	146	86			
	9.30 - 10.00				A	18.5	29	1639	1547	331	265	80	889	277	519	470	445	315	415	135	247	239	195	145	105	65	139	80			
	10.00 - 10.30				A	20.5	33	1816	1590	346	276	88	906	299	536	484	440	308	435	155	270	256	206	144	116	70	132	78			
	10.30 - 11.00				A	20.8	35	1843	1603	351	282	89	903	304	542	488	438	299	453	162	285	279	219	140	119	67	128	73			
GOLDEN GIRLS																															
SAT	9.00P	30	NBC	6	A	20.5	37	1816	1671	316	231	64	880	248	415	389	355	419	456	130	221	222	200	194	117	81	217	151			
	206	99	CS	32	B	19.5	35	1726	1684	300	219	79	864	241	423	396	366	390	452	141	234	214	194	191	145	87	223	153			
					C	21.8	37	1927	1722	314	229	69	890	240	416	392	377	416	481	143	246	233	214	202	136	84	216	150			
GROWING PAINS(R)																															
WED	8.00P	30	ABC	6	A	15.8	28	1400	1621	277	231	115	682	309	471	408	272	167	410	190	281	250	176	98	249	131	279	187			
	219	99	CS	8	B	16.5	28	1466	1697	311	261	104	717	324	490	417	279	187	440	218	320	272	174	93	233	130	307	200			
					C	17.2	28	1526	1713	312	263	103	723	325	492	419	282	191	451	218	328	278	183	96	237	129	303	195			
GROWING PAINS SPECIAL(S)																															
TUE	8.00P	30	ABC		A	18.8	33	1666	1684	301	257	109	730	325	503	427	287	188	415	187	288	250	181	91	221	126	318	212			
	218	99	CS																												
HEAD OF THE CLASS(R) CONT'D																															
					A	16.2	27	1435	1639	294	251	117	660	334	480	403	248	136	434	196	310	281	203	88	262	142	284	184			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
										HOUSEHOLD AUDIENCES			TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN	
										AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+ 49	LOH 18- 49 W/CH <3	TOTAL	18- 34	18- 49	25- 54	35- 64	55+ 65+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+ 65+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11
EVENING CONT'D																														
HEAD OF THE CLASS(R)-CONT'D																														
WED	8.30P	30	ABC	5	B	15.6	25	1386	1679	311	263	114	698	338	494	416	262	163	432	211	318	275	181	85	250	143	300	195		
	216	99	CS	27	C	16.6	26	1471	1728	325	275	105	734	337	502	434	283	190	479	233	356	308	198	95	219	117	297	195		
HIGH MOUNTAIN RANGERS(R)																														
SAT	8.00P	60	CBS	4	A	7.4	15	656	1616	215	167	43^	702	133	309	279	338	356	599	169	318	305	295	233	139	62^	176	116		
	207	98	A	15	B	8.5	17	749	1705	247	189	56	770	157	361	354	386	356	638	164	327	323	315	261	124	52	172	107		
	8.00 - 8.30				C	10.8	19	953	1843	294	210	57	820	182	391	400	418	366	709	189	367	367	362	284	113	48	201	124		
	8.30 - 9.00				A	7.0	14	620	1565	206	157	39^	683	129	287	264	326	363	596	152	302	294	307	243	132	57^	154	97^		
					A	7.8	15	691	1662	224	176	47^	720	136	329	293	348	350	602	184	333	315	284	225	145	67^	195	132		
HIGHWAY TO HEAVEN																														
WED	9.00P	60	NBC	1	A	13.8	23	1223	1717	283	209	60	847	214	406	406	410	370	548	160	301	266	268	218	162	92	161	100		
	200	98	GD	1	B	13.8	23	1223	1717	283	209	60	847	214	406	406	410	370	548	160	301	266	268	218	162	92	161	100		
	9.00 - 9.30				C	13.8	23	1223	1717	283	209	60	847	214	406	406	410	370	548	160	301	266	268	218	162	92	161	100		
	9.30 - 10.00				A	12.9	21	1143	1723	285	209	58	859	207	398	403	414	388	552	159	301	261	267	224	154	90	158	98		
					A	14.7	24	1302	1712	280	209	62	836	219	412	409	406	354	544	162	301	270	268	213	169	94	163	102		
HIGHWAYMAN																														
FRI	9.00P	60	NBC	5	A	8.9	15	789	1779	266	221	99	675	213	432	421	353	189	603	254	414	365	285	143	157	40^	344	227		
	192	96	A	8	B	9.0	17	797	1727	239	192	86	683	216	413	388	345	218	622	238	402	358	293	181	155	47	266	172		
					C	10.0	18	888	1727	230	187	78	668	205	396	371	334	224	637	239	406	364	292	189	168	49	253	163		
9.00 - 9.30																														
9.30 - 10.00																														
HOOPERMAN(R)																														
WED	9.00P	30	ABC	4	A	13.4	22	1187	1589	317	274	105	689	316	499	454	288	141	492	216	361	336	235	96	191	104	217	142		
	214	95	OP	25	B	13.1	21	1161	1613	332	271	107	713	317	494	446	300	172	476	215	341	317	217	95	193	108	230	147		
					C	15.0	24	1333	1661	315	257	98	756	293	477	441	336	229	536	218	361	326	250	140	161	83	208	136		
HOTEL																														
THU	9.00P	60	ABC	6	A	6.9	11	611	1428	313	242	74^	880	213	415	401	397	410	349	129	206	181	145	118	82^	42^	117	59^		
	202	97	GD	8	B	7.6	12	672	1504	321	235	66	851	219	411	411	409	370	435	145	223	198	193	182	82	48^	136	74		
	9.00 - 9.30				C	7.6	12	669	1511	314	235	62	856	213	411	415	412	375	436	142	222	198	196	186	90	53	130	75		
	9.30 - 10.00				A	5.8	9	514	1420	302	236	65^	879	177	392	400	411	430	347	129	206	180	144	113^	76^	42^	118^	64^		
					A	8.0	13	709	1434	322	247	81^	881	239	432	401	388	396	352	129	205	182	146	122	86^	42^	116	55^		
HOUSTON KNIGHTS																														
TUE	8.00P	60	CBS	1	A	6.4	11	567	1577	286	208	58^	787	206	395	412	401	330	544	148	296	286	256	215	94^	41^	152	89^		
	189	90	OP	1	B	6.4	11	567	1577	286	208	58^	787	206	395	412	401	330	544	148	296	286	256	215	94^	41^	152	89^		
	8.00 - 8.30				C	6.4	11	567	1577	286	208	58^	787	206	395	412	401	330	544	148	296	286	256	215	94^	41^	152	89^		
	8.30 - 9.00				A	6.1	11	540	1548	263	183	54^	761	186	366	397	389	333	530	137	272	258	246	232	105^	46^	151	90^		
					A	6.8	11	602	1580	302	227	61^	798	222	415	419	405	322	548	156	313	306	262	197	84^	36^	151	87^		
HUNTER																														
SAT	10.00P	60	NBC	6	A	16.2	30	1435	1643	299	223	79	826	241	428	411	371	346	514	128	243	235	261	228	132	76	171	104		
	207	99	OP	8	B	14.6	28	1297	1665	297	221	66	804	224	422	396	380	331	537	151	278	263	272	225	144	82	180	123		
	10.00 - 10.30				C	15.2	29	1346	1676	300	226	66	802	225	429	399	387	322	555	161	293	278	282	225	140	82	179	123		
	10.30 - 11.00				A	16.1	30	1426	1660	302	227	81	836	247	433	414	368	354	508	124	239	230	257	229	127	78	189	117		
					A	16.4	31	1453	1617	294	217	77	811	234	421	406	371	336	517	131	246	239	264	226	136	73	152	90		
JAKE AND THE FATMAN(R) CONT'D																														
					A	12.6	21	1116	1560	274	176	67	826	160	349	375	421	417	562	101	241	262	288	270	61	28^	111	66		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
													TOTAL WORKING				LOH	W O M E N					M E N					T E E N S		CHILDREN	
													TOTAL PERS	WORKING WOMEN	18-49	18-49 W/CH		18-	18-	25-	35-	18-	18-	25-	35-	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
EVENING CONT'D																															
JAKE AND THE FATMAN(R)-CONT'D																															
WED	9.00P	60	CBS	6	B	12.4	20	1099	1609	264	173	58	826	161	361	382	428	402	593	124	263	275	308	281	81	31	109	66			
	208	99	OP	7	C	12.6	20	1113	1611	266	179	62	813	168	365	380	418	388	590	126	264	273	304	278	83	32	124	76			
	9.00 - 9.30				A	12.0	20	1063	1563	279	178	67	827	154	343	375	427	422	552	89	230	257	287	271	64	28^	120	70			
	9.30 - 10.00				A	13.3	22	1178	1546	267	174	67	819	163	351	372	412	410	566	111	250	263	286	268	59	27^	102	62			
JUST IN TIME																															
WED	9.30P	30	ABC	4	A	11.9	19	1054	1462	327	277	111	692	301	487	450	302	155	490	215	364	329	231	100	138	78	142	95			
	216	98	CS	4	B	11.4	18	1006	1525	350	286	108	719	321	501	455	304	171	491	222	353	331	226	96	153	88	162	103			
					C	11.4	18	1006	1525	350	286	108	719	321	501	455	304	171	491	222	353	331	226	96	153	88	162	103			
JUST THE TEN OF US																															
TUE	8.30P	30	ABC	1	A	20.2	32	1790	1694	298	262	119	703	325	513	440	282	154	405	201	304	258	171	70	240	134	345	222			
	216	99	CS	1	B	20.2	32	1790	1694	298	262	119	703	325	513	440	282	154	405	201	304	258	171	70	240	134	345	222			
					C	20.2	32	1790	1694	298	262	119	703	325	513	440	282	154	405	201	304	258	171	70	240	134	345	222			
KATE & ALLIE(R)																															
MON	8.00P	30	CBS	5	A	11.4	20	1010	1491	340	275	79	888	283	452	410	329	391	374	84	171	171	175	171	87	65	141	82			
	210	99	CS	18	B	13.0	21	1148	1504	322	246	77	850	271	438	400	348	360	430	124	208	202	192	186	86	60	138	75			
					C	14.1	22	1252	1550	336	253	76	863	262	437	406	370	373	463	136	227	223	210	202	90	60	134	80			
KNOTS LANDING																															
THU	10.00P	60	CBS	4	A	16.0	27	1418	1499	345	280	74	920	315	498	460	377	369	400	158	233	209	153	144	79	52	99	49			
					B	16.5	28	1462	1563	353	287	81	924	313	514	477	394	358	426	165	248	218	174	153	100	55	113	70			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

24 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
													TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN		
													PERS	WOMEN	18-49	LOH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.			
DAY	TIME	DUR	NET	OF	NO.	AVG.	SH	AVG.																							
	#STNS	CVG%	TYPE	T/C	%	%	0,000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-6	6-11				
EVENING CONT'D																															
MATLOCK(R)-CONT'D																															
	9.00 - 9.30				A	14.9	23	1320	1606	279	175	47^	868	118	314	340	434	501	548	88	195	211	260	308	103	59	87	50			
	9.30 - 10.00				A	14.4	22	1276	1634	271	175	51	848	131	325	335	414	476	573	114	227	224	270	302	122	71	91	55			
MAX HEADROOM																															
THU	8.00P	60	ABC	1	A	4.7	8	416	1612	242	186	84^	668	242	377	339	274	242	554	290	438	355	216	93^	120^	45^	271	197			
	202	98	A	1	B	4.7	8	416	1612	242	186	84^	668	242	377	339	274	242	554	290	438	355	216	93^	120^	45^	271	197			
	8.00 - 8.30				C	4.7	8	416	1612	242	186	84^	668	242	377	339	274	242	554	290	438	355	216	93^	120^	45^	271	197			
	8.30 - 9.00				A	5.0	9	443	1601	246	177	86^	690	235	366	336	285	263	539	265	403	328	208	111^	102^	38^	270	190			
					A	4.4	7	390	1624	238	195	82^	642	250	389	343	263	217	570	317	478	385	224	74^	140^	54^	271	204			
MIAMI VICE																															
FRI	10.00P	60	NBC	6	A	13.3	24	1178	1673	283	237	92	679	268	463	428	316	162	639	271	448	395	292	162	159	75	197	125			
	203	98	OP	6	B	12.5	23	1105	1663	292	250	100	694	287	499	440	324	154	631	275	450	386	289	143	161	76	177	114			
	10.00 - 10.30				C	12.5	23	1105	1663	292	250	100	694	287	499	440	324	154	631	275	450	386	289	143	161	76	177	114			
	10.30 - 11.00				A	12.7	23	1125	1694	283	235	90	672	251	448	426	323	170	659	276	461	398	303	168	153	68	210	132			
					A	13.9	25	1232	1653	283	239	93	684	284	477	431	310	155	621	266	435	392	282	156	164	82	184	119			
MR. BELVEDERE																															
FRI	9.00P	30	ABC	6	A	11.5	20	1019	1616	276	224	108	736	276	433	365	281	268	436	203	285	261	171	127	150	94	294	193			
	201	96	CS	9	B	11.3	20	1000	1709	276	214	102	752	255	428	390	318	286	426	169	271	246	188	128	189	116	343	226			
					C	11.4	20	1010	1719	277	219	99	743	258	435	394	323	270	426	165	268	249	192	128	192	118	358	242			
MURDER, SHE WROTE																															
SUN	8.00P	60	CBS	6	A	20.8	33	1843	1623	323	196	35	874	135	332	371	449	464	612	97	226	269	312	322	55	23^	82	55			
	211	99	SM	32	B	18.8	31	1669	1614	310	190	36	890	131	323	361	451	494	607	94	219	250	306	331	45	21	72	43			
	8.00 - 8.30				C	20.0	30	1776	1611	313	198	40	898	134	330	365	453	495	592	95	223	247	304	320	52	25	68	41			
	8.30 - 9.00				A	19.6	32	1737	1605	317	190	31^	875	126	321	363	449	478	605	89	212	255	304	333	48	21^	77	53			
					A	22.0	35	1949	1638	329	202	39	873	144	342	379	450	451	618	104	240	281	318	313	61	25^	87	57			
NBC NEWS SPECIAL:STRESS(S)																															
MON	10.00P	60	NBC		A	10.2	17	904	1540	304	227	78	755	231	468	462	410	238	590	213	389	361	283	165	91	38^	105	68^			
	197	95	DO		A	10.2	17	904	1555	308	231	80	742	238	467	462	401	222	591	221	388	361	273	168	101	42^	121	78			
	10.00 - 10.30				A	10.3	17	913	1511	298	220	75	761	222	465	459	415	251	583	203	385	358	291	160	79	33^	89	59^			
	10.30 - 11.00				A	9.2	14	815	1629	193	179	81	523	245	394	321	206	119	665	356	532	421	254	118	234	106	207	153			
NBC SUNDAY NIGHT MOVIE																															
SUN	9.01P	120	NBC	6	B	15.0	24	1333	1618	325	249	75	800	250	462	439	388	281	554	208	352	323	257	168	137	78	127	81			
	201	99	FF	28	C	16.4	26	1449	1715	334	271	88	792	303	505	450	355	236	623	257	422	383	286	157	161	86	140	91			
MAD MAX BEYOND THUNDERDOME																															
	9.00 - 9.30				A	9.2	14	815	1640	208	197	71^	562	237	407	339	234	140	607	287	468	365	261	125	243	122	227	162			
	9.30 - 10.00				A	9.4	14	833	1637	187	178	85	515	242	396	319	203	110	666	351	532	424	258	122	236	103	219	164			
	10.00 - 10.30				A	9.5	14	842	1626	188	174	89	516	262	401	321	191	107	681	388	558	444	248	107	229	98	200	152			
	10.30 - 11.00				A	8.8	14	780	1599	188	166	77^	492	237	367	302	189	115	698	396	567	449	248	117	229	102	180	132			
	11.00 - 11.30				A	8.6	15	762	1612	242	178	71^	673	184	376	367	344	258	622	252	394	366	259	209	181	92	136	90			
NEWHART(R)																															
MON	9.00P	30	CBS	4	A	12.7	20	1125	1591	362	290	96	811	299	506	470	353	259	526	165	308	322	265	173	107	58	148	82			
	CONT'D				B	14.2	22	1258	1600	351	287	99	799	304	507	456	336	256	543	189	347	343	265	157	106	56	153	94			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

28 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME DAYTIME #STNS					NO. OF T/C	KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
							AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+ 49	LOH 18-49 W/CH <3	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12-17 17	FEM. 12-17 17	TOT. 2-6 11	TOT. 6-11 11			
EVENING CONT'D																													
SMOTHERS BROS COMEDY HOUR WED 8.00P 60 CBS 5						A	10.3	18	913	1653	273	180	44^	794	135	324	359	388	407	621	133	317	356	342	243	77	26^	161	100
209 99 GV 5						B	9.9	16	877	1618	265	185	48	788	156	340	367	372	383	620	131	308	339	333	253	68	31^	142	93
8.00 - 8.30						C	9.9	16	877	1618	265	185	48	788	156	340	367	372	383	620	131	308	339	333	253	68	31^	142	93
8.30 - 9.00						A	9.6	17	851	1637	268	172	36^	800	130	318	358	391	414	614	123	303	350	339	243	74^	28^	149	90
						A	11.0	18	975	1667	277	186	52^	788	139	329	361	386	400	627	141	330	362	346	243	80	25^	172	110
SPENSER: FOR HIRE SAT 10.00P 60 ABC 6						A	9.6	18	851	1631	263	195	75^	760	187	381	396	406	316	627	156	336	364	359	237	86	39^	157	114
207 99 PD 13						B	9.5	18	843	1663	296	218	73	804	208	420	407	415	325	612	169	331	331	320	228	106	45	141	92
10.00 - 10.30						C	10.6	20	941	1687	305	233	80	798	215	434	418	409	311	631	179	354	361	333	219	116	55	143	96
10.30 - 11.00						A	9.1	17	806	1626	261	196	67^	759	186	372	393	399	321	610	153	321	349	344	238	86	40^	171	126
						A	10.1	19	895	1635	264	195	82	762	188	389	398	413	311	643	159	350	377	372	236	86	38^	144	103
SPORTSBREAK-SAT SAT 9.58P 1 CBS 6						A	8.4	16	744	1746	314	252	96	763	274	466	426	327	240	668	213	415	415	357	200	141	45^	174	103
205 97 SN 32						B	9.1	17	808	1720	303	241	94	755	246	453	443	366	237	687	230	431	435	347	200	127	51	151	93
						C	8.6	15	761	1692	300	229	73	786	225	419	413	373	306	660	207	382	387	329	222	108	45	139	84
SPORTSBREAK-SUN SUN 9.45P 1 CBS 6						A	31.0	45	2747	1791	396	305	79	913	304	543	511	439	298	690	226	414	409	347	217	92	31	96	58
211 99 SN 32						B	18.7	29	1654	1712	338	243	55	851	231	447	437	431	334	679	181	357	362	348	261	89	38	93	58
						C	17.5	27	1550	1667	343	248	61	874	226	451	447	442	354	618	158	317	320	325	248	84	40	90	56
SUPERSTARS AND THEIR MOMS(S) SUN 8.00P 60 ABC						A	9.1	15	806	1653	320	248	81	780	256	473	432	394	250	429	142	266	273	215	118	170	67^	274	225
214 99 GV																													
8.00 - 8.30						A	8.4	14	744	1654	292	220	76^	740	230	440	405	388	241	415	133	256	257	208	114	187	83^	312	255
8.30 - 9.00						A	9.8	15	868	1653	344	273	84	815	278	501	456	400	258	441	150	275	287	220	121	156	53^	241	199
TOUR OF DUTY SAT 9.00P 60 CBS 5						A	8.3	15	735	1734	245	211	86^	650	227	410	361	299	198	689	233	461	463	367	172	162	53^	233	165
205 97 GD 7						B	8.8	16	781	1816	268	226	84	688	239	446	416	330	195	738	275	517	499	373	167	169	57	220	155
9.00 - 9.30						C	9.1	16	805	1824	266	223	81	679	243	439	404	319	194	754	297	539	516	369	162	172	55	219	150
9.30 - 10.00						A	7.7	14	682	1739	229	197	82^	645	208	398	353	310	202	691	232	465	471	371	164	168	58^	235	171
						A	8.9	16	789	1729	260	223	90	654	243	420	367	289	194	688	234	458	456	363	180	156	48^	231	160
TRACEY ULLMAN SHOW(R) SUN 10.00P 30 FOX 6						A	3.2	5	284	1479	226	205^	37^	554	297	440	316	206^	94^	468	231	363	314	213^	61^	212^	95^	244	196^
119 85 CS 9						B	3.2	5	285	1488	258	243	59^	577	301	435	329	205	129	562	309	461	363	230	80^	158	77^	191	133
						C	3.3	5	288	1459	248	228	62^	581	304	436	330	207	129	538	287	443	352	224	76^	158	76^	182	129
20/20 FRI 10.00P 60 ABC 6						A	10.8	19	957	1518	285	185	74	788	197	369	385	389	354	552	141	296	314	313	206	62^	34^	115	66
214 99 DN 31						B	12.0	22	1066	1553	299	209	76	805	201	406	429	416	334	540	142	302	320	298	188	85	48	123	78
10.00 - 10.30						C	12.6	23	1114	1600	299	220	82	803	227	431	435	399	306	601	177	346	359	304	199	87	43	110	71
10.30 - 11.00						A	10.8	19	957	1524	295	200	78	776	200	375	390	382	336	531	140	284	308	297	194	77	40^	140	83
						A	10.8	19	957	1511	275	170	70	799	194	364	379	395	373	573	143	308	320	330	218	48^	28^	91	49^
21 JUMP STREET SUN 7.00P 60 FOX 6						A	5.7	11	505	1677	379	305	116^	709	381	567	432	299	96^	533	310	426	302	212	78^	228	141	207	92^
133 87 OP 33						B	5.7	11	504	1729	346	292	107	694	362	527	419	284	122	564	328	460	345	216	77	213	123	257	161
CONT'D						C	5.6	9	494	1765	353	306	83	702	349	537	425	297	124	550	316	447	334	207	76	261	145	252	162

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME DAYTIME DUR NET OF #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES AVG. SH AUD. % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
													TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
													PERS	WOMEN	18-49		18-	18-	25-	35-		18-	18-	25-	35-		TOT. FEM.	TOT. TOT.	TOT. TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
												WORKING WOMEN		WOMEN					MEN					TEENS			CHILDREN								
										DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	18-18+	49	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	MALE 12-17	FEM. 12-17	TOT. 12-17
EARLY EVENING NEWS																																			
ABC WORLD NEWS TONIGHT										A	10.4	21	923	216	154	763	141	291	306	342	416	560	124	248	262	275	262	22^	20^	16^	31^	19^	24^		
MON-FRI 6.30P 30 ABC 30										B	10.2	20	903	226	160	785	146	302	327	365	419	541	120	243	251	263	256	24^	25^	20^	31	18^	19^		
216 99 N 153										C	10.9	20	962	231	164	773	147	309	326	375	407	567	127	252	271	271	264	26^	27	24^	37	21^	21^		
ABC WRLD NEWS TONIGHT-SAT										A	4.7	11	416	222	154	778	140^	290	310	365	434	610	127^	259	276	324	296	22^	16^	4^	26^	30^	27^		
SAT 6.30P 30 ABC 6										B	6.3	15	554	194	128	726	113	245	253	313	436	630	124	247	279	319	302	29^	28^	22^	38^	30^	18^		
188 94 N 21										C	7.3	15	645	211	137	735	117	251	271	337	428	631	144	271	295	304	289	29^	27^	27^	36^	28^	23^		
ABC WRLD NEWS TONIGHT-SUN										A	4.7	10	416	232	150^	697	103^	253	250	354	394	635	137^	238	302	338	308	35^	13^	25^	38^	27^	30^		
SUN 6.30P 30 ABC 6										B	5.4	12	481	230	149	730	131	278	294	354	389	659	162	305	329	327	285	35^	25^	28^	31^	38^	22^		
167 86 N 29										C	6.6	13	588	228	161	750	146	289	298	342	407	633	150	290	303	311	286	38^	30^	35^	34^	28^	30^		
CBS EVENING NEWS-RATHER										A	9.6	20	852	222	138	762	121	267	283	319	446	569	81	190	205	259	342	23^	16^	16^	29^	19^	17^		
MON-FRI 6.30P 30 CBS 30										B	10.1	21	896	216	135	768	117	257	279	326	457	577	89	206	219	274	330	22^	18^	15^	26^	18^	18^		
211 99 N 159										C	11.5	21	1017	220	136	761	125	268	290	332	436	588	100	224	231	281	327	27	21^	23^	34	22^	22^		
CBS EVENING NEWS-SUNDAY										A	7.8	18	691	211	154	621	105	248	257	285	329	682	164	320	344	326	289	49^	15^	37^	15^	15^	16^		
SUN 6.00P 30 CBS 5										B	6.3	15	560	207	133	655	96	224	241	299	386	688	159	311	334	328	310	37^	20^	25^	18^	19^	13^		
184 90 N 18										C	7.1	14	631	213	137	709	101	231	258	317	425	660	138	281	291	310	334	25^	20^	21^	19^	18^	15^		
CBS SAT. NEWS-SCHIEFFER										A	5.6	13	496	151	93^	676	100^	199	218	275	425	669	138	243	273	252	375	52^	29^	29^	43^	27^	29^		
SAT 6.30P 30 CBS 5										B	5.8	14	514	194	118	714	101	204	226	294	457	655	130	246	240	271	374	23^	16^	15^	27^	25^	16^		
162 90 N 26										C	6.7	14	593	192	117	725	105	215	237	289	457	641	129	251	253	288	350	25^	20^	25^	32^	22^	16^		
NBC NIGHTLY NEWS										A	8.6	18	760	198	125	765	112	237	279	337	454	580	114	232	243	269	298	23^	29^	20^	26^	16^	20^		
MON-FRI 6.30P 30 NBC 30										B	8.8	18	781	205	134	784	124	256	281	335	464	565	116	224	242	254	290	26^	30^	23^	27^	16^	18^		
204 99 N 154										C	10.2	19	908	209	143	790	128	275	304	343	449	587	133	250	260	262	289	27^	31	27^	32	19^	21^		
NBC NIGHTLY NEWS-SAT.										A	6.2	15	549	169	91^	750	82^	187	229	293	504	606	108^	195	194	233	364	39^	24^	31^	24^	23^	14^		
SAT 6.30P 30 NBC 5										B	6.7	15	597	158	99	730	98	211	230	282	467	615	117	223	231	256	347	32^	15^	27^	32^	27^	20^		
171 93 N 26										C	8.1	17	722	175	111	769	109	219	245	291	492	614	126	235	242	256	337	25^	22^	26^	33^	20^	21^		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	T E E N S MALE FEM.		
									TOTAL WORKING WOMEN				W O M E N						M E N									
DAY	TIME	DUR	NET	NO. OF	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	18-	25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	12-	12-				
	#STNS	CVG%	TYPE	T/C				(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17	
LATE FRINGE CONT'D																												
CAMPAIGN '88: PENNSYLVANIA-CONT'D																												
TUE	11.30P	32	CBS																									
	187	91	P																									
	11.30 - 12.00				A	4.5	14	399	1290	308	218	226	62^	758	190	356	350	401	353	31v	419	105^	236	233	243	228	14v	16v
	12.00 - 12.30				A	3.6	13	319	1246	307	212	219	79^	739	204	362	362	415	347	65^	367	108^	249	243	254	217	21v	21v
CBS LATE NIGHT I																												
MON&WED	12.00M	65	CBS	28	A	3.5	13	308	1311	276	210	218	76^	707	210	394	376	434	394	73^	446	160	285	275	308	271	36^	34^
	167	83	FF	128	B	3.6	14	318	1327	273	207	211	68^	701	209	397	377	424	389	92	495	190	324	301	341	295	39^	25^
TUE	12.02A	70			C	3.7	15	328	1374	281	216	222	80	743	216	408	381	434	397	75^	517	179	320	301	350	310	27^	27^
THU	11.30P	66																										
FRI	11.30P	73																										
	11.30 - 12.00				A	4.0	12	350	1376	261	204	214	58^	716	191	395	385	451	431	75^	468	151	292	287	317	280	46^	40^
	12.00 - 12.30				A	3.5	13	311	1309	275	207	215	77^	704	206	385	368	428	387	73^	442	159	281	271	301	265	37^	36^
	12.30 - 1.00				A	3.3	15	291	1298	289	221	226	84^	711	228	409	386	438	391	74^	448	169	292	276	316	277	31^	30^
	1.00 - 1.30				A	2.7	15	240	1252	296	219	218	86^	731	222	405	385	423	370	63^	418	155	282	271	313	268	16v	23v
CBS LATE NIGHT II																												
					A	2.5	14	220	1296	295	239	229	96^	702	241	411	386	440	393	73^	446	180	323	307	343	306	31v	36v
MON																												
	1.05A	47	CBS	30	B	2.5	15	219	1288	259	199	196	82^	675	229	410	385	428	389	94^	483	200	349	326	372	322	33^	31^
	167	83	FF	154	C	2.4	14	211	1337	297	230	231	90^	712	234	429	399	448	406	86^	506	202	349	327	376	326	26v	32^
TUE																												
	1.12A	47																										
WED																												
	1.05A	52																										
THU																												
	12.36A	47																										
FRI																												
	12.43A	41																										
	12.30 - 1.00				A	2.8	14	251	1291	237	201	188	104^	671	226	394	370	427	380	79^	425	169^	281	268	310	278	45v	44v
	1.00 - 1.30				A	2.6	14	228	1304	302	247	232	104^	695	249	415	387	441	387	85^	452	189	332	312	344	302	37v	38^
	1.30 - 2.00				A	2.2	15	196	1257	316	246	247	73^	720	232	407	386	436	402	47v	440	166^	330	318	356	323	12v	29v
CBS NEWS NIGHTWATCH-1																												
MWTHSU	2.00A	30	CBS	29	A	0.9	9	82	1259	260^	184^	226^	108^	765	250^	436	386^	443	402^	67v	378^	128^	221^	221^	293^	235^	8v	35v
	46	51	N	146	B	0.9	9	84	1228	284^	207^	243^	61v	719	215^	419	393	449	426	62v	419	139^	271^	254^	327	286^	12v	23v
TUE	2.02A	28			C	0.9	9	80	1247	285^	211^	220^	66v	698	228^	393	366	417	388	65v	457	172^	300^	278^	335	303^	18v	17v
CBS NEWS NIGHTWATCH-2																												
M-THSU	2.30A	30	CBS	29	A	1.0	11	89	1209	270^	171^	212^	90v	728	220^	379	343^	407	369^	88v	363^	137^	209^	209^	280^	216^	23v	31v
	63	63	N	155	B	1.0	11	87	1146	298	197^	233^	60v	675	204^	376	349	410	391	59v	376	135^	236^	224^	297	263^	17v	25v
					C	0.9	11	80	1197	306^	209^	219^	62v	675	218^	377	351	406	379	62v	437	166^	278^	260^	319^	286^	19v	17v
CBS NEWS NIGHTWATCH-3																												
M-THSU	3.00A	180	CBS	30	A	0.9	15	83	1078	268^	163^	182^	73v	665	197^	343^	324^	378^	337^	43v	325^	115^	169^	168^	231^	194^	<<	21v
	78	74	N	158	B	0.9	15	79	1085	285^	175^	197^	68v	677	192^	343	319^	383	349	43v	327	136^	202^	196^	252^	221^	11v	19v
					C	0.8	15	75	1106	295^	178^	197^	55v	682	175^	314^	293^	366	340^	50v	354	133^	213^	205^	244^	208^	11v	12v
	3.00 - 3.30				A	1.0	13	92	1131	262^	160^	192^	83v	685	213^	367	339^	393	352^	81v	321^	118^	182^	182^	250^	191^	21v	28v
	3.30 - 4.00				A	1.0	16	92	1052	249^	166^	183^	76v	648	212^	354^	331^	383	344^	44v	296^	119^	173^	173^	246^	209^	8v	28v
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS MALE FEM.							
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL				W O M E N					M E N															
									PERS	18-	25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	12-	12-								
									(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17					
LATE FRINGE CONT'D																																	
CBS NEWS NIGHTWATCH-3-CONT'D																																	
	4.00 - 4.30				A	1.0	16	87	1044	260^	161^	172^	76v	676	201^	348^	330^	381^	338^	40v	284^	110^	162^	160^	229^	192^	<<	26v					
	4.30 - 5.00				A	0.9	17	83	1048	261^	159^	168^	74v	663	197^	350^	330^	377^	335^	35v	305^	112^	172^	168^	234^	203^	<<	21v					
	5.00 - 5.30				A	0.9	18	83	1050	254^	148^	157^	66v	632	191^	326^	307^	351^	313^	20v	355^	108^	157^	157^	219^	199^	<<	10v					
	5.30 - 6.00				A	0.9	15	76	948	280^	157^	189^	49v	565	124^	244^	244^	314^	273^	28v	342^	105v	135^	135^	158^	130^	<<	8v					
CBS SUNDAY NEWS																																	
SUN	11.00P	15	CBS	6	A	3.4	6	301	1515	296	218	220	45v	771	200^	359	348	379	357	67^	647	195^	374	374	401	348	37v	20v					
	108	58	N	32	B	3.1	6	270	1511	283	194	201	54^	792	142	357	343	390	360	52^	627	157	315	301	351	322	18v	21v					
					C	3.3	7	293	1467	291	210	216	54^	811	168	384	370	413	380	57^	563	133	283	269	312	283	26^	13v					
DAVID LETTERMAN I																																	
MON-FRI	12.30A	30	NBC	30	A	3.5	16	308	1326	271	239	202	110	617	251	437	416	439	366	171	565	337	456	410	432	345	49^	27v					
	204	99	GV	154	B	3.7	18	328	1346	271	229	198	121	631	259	423	383	412	350	154	574	309	440	396	431	348	47^	31^					
					C	3.9	19	350	1387	284	241	210	123	664	285	447	403	440	380	161	590	331	462	408	439	356	45^	38^					
DAVID LETTERMAN II																																	
MON-FRI	1.00A	30	NBC	30	A	2.7	16	241	1274	268	246	190	115^	593	242	434	416	430	353	184	545	343	452	402	420	327	56^	28v					
	204	99	GV	154	B	3.0	18	266	1325	270	232	191	128	613	265	420	381	402	332	170	576	336	454	408	441	348	52^	31^					
					C	3.2	20	287	1371	282	244	206	130	646	298	452	405	437	372	178	596	365	483	424	454	361	45^	37^					
FRIDAY NIGHT VIDEOS																																	
FRI	1.30A	60	NBC	6	A	2.7	17	239	1274	292	267	207^	148^	564	335	456	419	446	363	254^	510	371	455	360	360	263^	95^	27v					
					B	2.8	17	244	1369	264	238	183	191	611	330	468	417	438	333	241	540	377	452	356	383	288	105^	57^					
G MICHAELS SPORTS MACHINE																																	
SUN	11.31P	15	NBC	6	A	1.9	6	168	1472	191^	154^	135^	81v	518	203^	354^	343^	354^	285^	322^	830	555	718	620	653	527	101^	<<					
	79	54	SC	33	B	2.2	7	190	1447	258	219	201	91^	625	213	398	384	408	349	200	679	346	498	425	456	371	62^	40v					
					C	1.9	6	165	1488	281	234	233	92^	614	217	410	391	430	383	199	732	351	529	459	510	410	48^	43^					
LATE SHOW-FOX																																	
MON-FRI	11.30P	60	FOX	30	A	1.3	4	113	1291	274^	259^	231^	124^	574	313	440	402	414	346	142^	487	295^	441	383	391	351	72v	39v					
	102	79	GV	154	B	1.2	4	104	1356	278	248	224^	121^	606	318	465	430	454	394	175^	551	366	485	398	423	364	60v	55v					
	11.30 - 12.00				C	1.5	4	136	1453	287	255	223	152^	643	340	488	436	471	404	186^	597	369	495	414	442	369	64^	58^					
	12.00 - 12.30				A	1.5	4	129	1272	255^	237^	216^	124^	561	300	426	383	401	331	145^	485	293	438	373	381	343	70^	35v					
					A	1.1	4	101	1269	289^	277^	242^	120^	570	319^	443	411	416	352	134^	473	287^	430	382	389	348	71v	42v					
SAT NIGHT'S MAIN EVENT-16(S)																																	
SAT	11.30P	84	NBC	30	A	9.2	27	815	1690	199	179	161	145	557	234	412	380	401	345	175	683	320	535	484	513	455	168	90					
	200	99	CV																														
	11.30 - 12.00				A	10.0	26	886	1667	215	187	172	137	599	243	428	396	424	370	146	661	291	509	461	495	447	143	82					
	12.00 - 12.30				A	9.2	27	815	1693	181	169	146	150	533	224	401	368	383	328	192	685	330	544	491	519	459	183	96					
	12.30 - 1.00				A	8.3	27	735	1699	197	180	162	148	520	230	399	368	386	328	193	706	347	555	501	524	457	182	95					
TONIGHT SHOW																																	
MON-FRI	11.30P	60	NBC	30	A	5.2	17	459	1374	259	207	199	88	695	206	395	379	420	365	101	540	238	360	334	374	324	41^	26^					
	202	99	GV	151	B	5.6	18	493	1370	267	209	206	90	701	214	401	373	419	375	97	534	211	338	316	355	304	42^	31^					
	11.30 - 12.00				C	6.1	20	538	1404	279	219	211	92	736	230	416	384	433	391	96	544	213	351	325	361	311	38^	33^					
	CONT'D				A	5.7	16	503	1395	266	210	209	86	705	205	402	387	433	381	93	548	227	354	331	375	328	41^	28^					

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

40 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		T E E N S MALE FEM.		
DAY	TIME	DUR	NET	NO. OF	T/C	AVG.	SH	AVG.	TOTAL		WORKING WOMEN	W O M E N						M E N															
						AUD.		AUD.				PERS	18-	25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-							
#STNS	CVG%		TYPE			%	%	0,000	(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17					
LATE FRINGE CONT'D										A	4.7	18	415	1349	250	203	187	89	682	207	386	369	404	347	112	531	252	368	338	373	318	41^	22^
TONIGHT SHOW-CONT'D 12.00 - 12.30																																	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
									LOH WORKING					W O M E N					M E N					T E E N S		C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
						DAY	TIME	DUR	NET	NO. OF	AVG. AUD.	SH %	AVG. AUD. 0,000	18-49	WOMEN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD.	SH %	AVG. AUD. 0,000	LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
					18-49 W/CH	18-49 WOMEN	18-49	15-24	18-34		18-49	25-34	25-34	35-44	45-54	55-64	TOTAL	55+	12-17	12-17	15-17	2-6	2-6	2-6	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
#STNS	CVG%	TYPE			%	%		<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
MONDAY-FRIDAY DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										

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PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH		WORKING	W O M E N								M E N		T E E N S			C H I L D R E N								
									18-49		WOMEN	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.							
#STNS	CVG%	TYPE							W/CH	18-	15-	18-	18-	25-	25-	35-	TOTAL	55+	12-	12-	15-	2-	2-	2-	6-								
<3	18+	49	24	TOTAL	34	49	49	54	64	55+	17	17	17	11	11	5	11																
MONDAY-FRIDAY DAYTIME CONT'D																																	
WIN, LOSE OR DRAW-CONT'D																																	
183 87 QG 166										C	4.2	17	372	93	170	136	99	795	210	385	307	365	340	353	319	128	27^	38^	33^	51^	74	80	46^
YOUNG AND THE RESTLESS										A	7.0	28	617	114	158	133	103	901	239	434	337	372	359	432	268	132	14^	9v	16^	48^	63	83	28^
MON-FRI 12.30P 60 CBS 30										B	7.6	29	670	120	173	147	114	878	252	444	345	383	357	396	268	125	15^	27^	24^	48	70	79	39
211 99 DD 156										C	8.0	29	709	110	197	161	126	875	275	460	349	398	361	366	281	125	17^	27^	25^	44	65	73	36
12.30 - 1.00										A	6.8	28	604	116	154	131	98	888	231	424	331	366	357	429	279	138	15^	7v	15^	52^	63	85	29^
1.00 - 1.30										A	7.2	28	634	111	160	135	107	905	244	439	340	374	357	432	255	126	14^	10v	17^	44^	62	80	27^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
										HOUSEHOLD AUDIENCES		TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N									
										AVG. AUD. %	SH %		15- 24	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	
												(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	2-	2-	2-	2-	6-	6-	6-	6-	9-
WEEKEND DAYTIME CHILDREN CONT'D																															
HELLO KITTY SAT 8.00A 202 30 CBS CA 33			A	2.3	14	204	1252	54v	281^	203^	5v	249^	34v	20v	14v	34v	<<	688	268^	421	283^	405	165^	240^	247^	157^					
			B	2.2	13	196	1192	51^	268	171	38v	232	46^	16v	30v	29v	17v	646	310	336	233	413	194	219	248	165^					
			C	2.1	13	184	1285	55^	291	196	40^	238	80^	49^	32v	49^	32v	676	345	331	228	448	236	212	271	177					
I'M TELLING SAT 12.30P 111 30 NBC CA 32			A	1.9	7	168	1546	131^	420	316^	141^	267^	195^	120^	75v	103^	93v	664	259^	405	275^	389	171^	218^	177^	212^					
			B	2.3	8	207	1537	148^	427	304	107^	260	238	97^	140^	158^	80^	613	247	365	211	401	158^	243	192	209					
			C	2.6	9	231	1506	145	424	314	105^	249	259	98^	161	167	92^	575	281	293	213	362	179	183	178	184					
LITTLE CLOWNS-HAPPYTOWN SAT 8.00A 198 30 ABC CA 14			A	2.0	12	177	1274	110^	352^	250^	74v	300^	152^	52v	100^	77v	74v	471	233^	238^	225^	246^	124^	122^	144^	102^					
			B	1.8	11	159	1192	67^	312	228	46v	221	115^	44v	71^	66^	49v	545	264	281	223	322	166^	156^	182^	140^					
			C	2.0	12	176	1280	62^	305	235	50^	225	110^	56^	54^	60^	50^	641	330	311	229	412	219	193	210	202					
LITTLE WIZARDS SAT 9.30A 205 30 ABC CA 14			A	3.9	15	346	1337	86^	331	240	81^	243	127^	61^	65^	64^	63^	636	325	311	298	338	167^	171^	191	147^					
			B	3.7	14	329	1429	65^	321	247	76^	247	139	68^	71^	93^	46^	723	429	293	331	391	241	150	224	167					
			C	3.8	14	340	1457	78^	303	235	73^	233	156	78^	78	99	57^	765	444	321	335	430	254	176	238	193					
MIGHTY MOUSE SAT 10.30A 201 30 CBS CA 30			A	4.2	15	372	1442	72^	258	209	56^	234	102^	40v	62^	72^	30v	849	432	417	440	409	184	225	260	149^					
			B	4.0	14	357	1413	83^	308	226	60^	230	121	67^	54^	79^	42^	755	369	386	355	400	191	209	254	146					
			C	4.3	15	377	1498	91	334	260	59^	238	131	72	59^	88	43^	794	428	366	386	409	224	185	249	160					
MUPPET BABIES I SAT 8.30A 207 30 CBS CA 33			A	3.8	18	337	1312	44v	242	187^	37v	198	87^	60^	27v	63^	24v	786	376	410	303	483	243	239	310	172^					
			B	3.6	18	322	1335	50^	233	161	42^	187	87^	45^	42^	56^	31^	828	400	428	291	537	260	277	325	212					
			C	3.6	18	323	1379	51^	253	183	32^	179	96	56^	39^	68^	27^	850	453	398	300	551	303	247	331	220					
MUPPET BABIES II SAT 9.00A 207 30 CBS CA 33			A	5.2	21	461	1345	55^	237	173	27v	206	95^	47^	48^	67^	27v	808	397	411	342	466	230	236	301	165					
			B	4.7	19	416	1381	61^	264	193	38^	183	90	40^	51^	57^	33^	844	416	428	325	519	252	266	320	199					
			C	4.7	19	412	1439	55^	257	193	37^	173	103	55^	48^	72	30^	907	477	430	351	556	297	259	336	220					
MUPPET BABIES III SAT 9.30A 205 30 CBS CA 33			A	5.8	22	514	1351	69^	250	185	39^	164	122^	56^	66^	86^	36^	814	404	411	348	466	235	231	283	183					
			B	5.3	20	473	1396	59^	266	201	37^	166	95	48^	47^	70^	26^	869	435	434	345	524	260	264	318	206					
			C	5.1	19	451	1475	62	268	210	41^	179	109	58	50^	76	33^	919	491	427	374	545	293	252	329	216					
MY PET MONSTER SAT 9.00A 207 30 ABC CA 32			A	3.7	15	328	1299	69^	297	229	50v	206	129^	52^	77^	76^	53^	667	334	333	313	354	188^	166^	167^	187^					
			B	3.9	15	344	1344	51^	261	206	54^	177	145	64^	81^	109	36^	760	394	367	300	461	244	217	243	218					
			C	3.5	15	313	1445	68^	268	223	56^	192	160	78^	82	112	48^	826	427	398	309	516	281	235	265	251					
NEW ARCHIES SAT 11.30A 161 30 NBC CA 32			A	3.5	15	310	1592	173^	380	344	129^	266	247	83^	165^	124^	124^	699	337	362	352	347	191^	157^	164^	183^					
			B	4.3	16	378	1472	159	371	287	94	198	256	99	157	159	97	646	288	358	269	377	165	212	199	179					
			C	4.5	15	395	1506	171	372	309	98	209	266	113	154	156	110	658	311	347	287	370	182	188	182	188					
PEE WEE'S PLAYHOUSE SAT 10.00A 210 30 CBS CL 33			A	5.9	21	523	1402	64^	263	214	46^	172	88^	44^	44^	61^	27v	879	398	481	420	459	200	259	277	182					
			B	5.9	21	524	1401	66	284	221	43^	193	97	44^	53^	68	29^	827	372	455	365	463	200	263	292	170					
			C	6.1	21	543	1517	86	303	246	48	217	121	50	72	82	40^	876	442	434	398	479	235	243	295	184					
POPEYE & SON SAT 11.00A 194 30 CBS CA 30			A	4.1	15	363	1463	106^	264	234	62^	133^	225	119^	106^	170^	55^	841	458	383	410	431	225	206	184	248					
			B	3.9	14	346	1480	90^	293	208	62^	190	213	121	93^	158	55^	783	407	376	322	461	239	221	223	238					
			C	4.0	14	355	1537	107	334	253	77	228	196	101	95	126	70^	779	435	344	346	433	248	186	227	206					
REAL GHOSTBUSTERS I CONT'D			A	4.8	17	425	1382	125^	326	228	113^	272	239	119^	120^	129^	110^	544	323	222	222	322	203	120^	181	141^					

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME DAYTIME #STNS DUR CVG% NET TYPE NO. OF T/C										K E Y	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					T E E N S TOT. MALE TOT.			CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					CHD TOT.
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ENG WOM.	W O M E N				M E N											T E E N S					
DAY	TIME	DUR	NET	NO. OF						18-	25-			18-	18-	18-	21-	21-	25-	25-	35-				TOT. MALE	12-	12-	2-		
#STNS	CVG%	TYPE	T/C						(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11		
WEEKEND DAYTIME SPORTS CONT'D																														
LEGENDS OF GOLF-SAT(S)-CONT'D																														
188 96 SE																														
4.00 - 4.30					A	3.7	12	328	1255	81^	391	118^	389	156^	724	41v	198	274	699	248	320	233	304	252	379	49v	39v	90^		
4.30 - 5.00					A	3.4	11	301	1258	88^	445	130^	437	142^	674	5v	169^	223	669	218	248	218	248	198^	421	30v	19v	108^		
5.00 - 5.30					A	3.1	9	275	1332	115^	530	187^	515	181^	653	<<	138^	207^	653	207^	233	207^	233	249	420	43v	28v	106^		
5.30 - 6.00					A	3.0	9	266	1343	107^	562	126^	556	124^	676	26v	142^	218^	666	207^	247	191^	232^	273	418	20v	4v	84^		
LEGENDS OF GOLF-SUN(S)																														
SUN	4.00P	187			A	3.7	9	328	1384	147^	583	192^	568	174^	706	55^	183^	319	692	305	356	263	315	278	336	34v	23v	60^		
201 99 SE																														
4.00 - 4.30					A	2.1	6	186	1430	123^	668	252^	624	172^	496	72v	161^	283^	489	276^	313^	211^	248^	189^	176^	64v	44v	202^		
4.30 - 5.00					A	2.7	8	239	1398	149^	595	204^	577	152^	674	68v	185^	298	666	290	327	230^	267	215^	339	33v	18v	96^		
5.00 - 5.30					A	3.2	9	284	1380	153^	583	198^	569	162^	726	49v	166^	281	725	280	335	232	287	259	390	44v	32v	27v		
5.30 - 6.00					A	3.7	10	328	1452	165^	610	199	598	183^	768	57^	180^	321	762	315	377	264	327	328	384	44v	29v	29v		
6.00 - 6.30					A	4.6	11	408	1352	156	571	199	559	180	725	48^	191	338	716	329	382	290	342	292	334	17v	13v	40v		
6.30 - 7.00					A	5.0	11	443	1352	154	555	180	546	184	741	47^	193	356	720	335	380	309	355	303	339	22v	18v	35v		
7.00 - 7.30					A	5.3	11	470	1436	155	652	206	643	230	683	40^	158	305	660	282	335	265	317	297	325	37^	22v	64^		
NBA PLAYOFF GAME SAT																														
SAT	3.30P	154			A	4.3	13	381	1358	122^	381	186	367	177	749	101^	315	488	695	434	480	387	433	312	215	119^	86^	109^		
208 99 SE																														
HOUSTON VS DALLAS																														
3.30 - 4.00					A	3.0	10	266	1372	159^	395	217^	376	197^	680	90^	290	416	641	377	418	326	367	268	223^	146^	94^	151^		
4.00 - 4.30					A	3.4	11	301	1313	151^	423	229	396	199^	661	86^	295	420	627	387	424	334	371	244	204^	98^	70^	131^		
4.30 - 5.00					A	4.1	13	363	1359	134^	375	192	361	187	727	118^	301	489	666	427	481	370	424	322	185	159^	117^	98^		
5.00 - 5.30					A	5.0	15	443	1299	102^	342	157	333	149	759	98^	306	505	698	444	494	407	457	327	204	111^	84^	87^		
5.30 - 6.00					A	5.8	17	514	1414	95^	375	165	368	168	840	108^	358	553	776	489	535	445	490	350	242	100^	72^	99^		
6.00 - 6.30					A	5.6	15	496	1508	141	489	195	479	197	800	92^	324	490	745	436	475	399	438	347	270	102^	69^	117^		
NBA PLAYOFF GAME-1																														
SUN	1.00P	150			A	5.9	19	523	1346	136	415	219	377	178	738	111^	321	511	688	461	500	400	440	301	187	95^	73^	97^		
207 99 SE																														
NY KNICKS VS BOSTON CELTICS																														
1.00 - 1.30					A	4.7	17	416	1380	130^	425	187	405	176	706	78^	300	484	678	457	492	406	441	284	187	120^	74^	129^		
1.30 - 2.00					A	6.2	21	549	1310	120	398	190	362	157	717	91^	298	479	676	437	477	388	428	288	199	82^	58^	114^		
2.00 - 2.30					A	6.1	20	540	1329	136	406	223	367	184	725	113^	344	514	672	460	492	401	432	260	180	96^	76^	101^		
2.30 - 3.00					A	6.4	20	567	1317	130	402	230	361	177	755	126	322	530	697	472	517	405	450	333	180	74^	61^	86^		
3.00 - 3.30					A	6.2	19	549	1381	160	441	254	392	191	768	137	330	535	702	468	514	398	443	329	188	108^	97^	64^		
NBA PLAYOFF GAME-2																														
SUN	3.30P	150			A	6.8	19	602	1410	140	414	227	376	171	752	141	368	552	691	492	526	411	445	288	166	140	103^	104^		
CONT'D																														
1410 140																														

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PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	T E E N S TOT. MALE TOT.			
									TOT. WORK. PERS ING WOM.		W O M E N				M E N														
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	12-	12-	2-	
WEEKEND DAYTIME SPORTS CONT'D																													
NBA PLAYOFF GAME-2-CONT'D					C	6.8	19	602	1410	140	414	227	376	171	752	141	368	552	691	492	526	411	445	288	166	140	103^	104^	
207 99 SE 1 CLEVLND VS CHICAG/SEATL VS DENVR						A	5.9	18	523	1390	137	409	240	365	187	751	129	332	545	704	498	535	417	454	310	169	148	126	82^
3.30 - 4.00						A	6.2	18	549	1384	123	373	203	344	161	735	140	335	525	679	469	512	385	429	303	166	182	126	94^
4.00 - 4.30						A	6.4	18	567	1393	133	400	219	360	156	718	152	355	541	655	478	508	389	419	276	147	164	115	112^
4.30 - 5.00						A	7.1	19	629	1447	159	436	245	395	187	784	165	424	597	707	520	554	432	465	270	154	118	87^	109
5.00 - 5.30						A	8.2	21	727	1457	148	450	232	412	170	782	126	388	560	723	501	531	434	463	293	192	107	74^	119
5.30 - 6.00					A																								
NBC MAJOR LEAGUE PRE GAME					A	3.3	12	292	1205	135^	327	196^	327	171^	552	113^	268	384	512	345	361	272	289	180^	151^	107^	89^	219	
SAT	1.00P	18	NBC	4	B	3.9	14	341	1320	160	407	223	393	200	570	85^	234	369	537	336	357	285	306	192	180	122	86^	220	
	200	99	SC	4	C	3.9	14	341	1320	160	407	223	393	200	570	85^	234	369	537	336	357	285	306	192	180	122	86^	220	
NBC MAJOR LEAGUE BASEBALL					A	4.6	16	408	1262	109^	329	154^	321	152^	720	73^	240	386	700	366	410	314	358	298	290	83^	74^	130^	
SAT	1.18P	184	NBC	4	B	5.7	19	507	1336	136	419	183	408	167	700	62	214	363	677	339	387	300	348	281	290	87	66	130	
	203	99	SE	4	C	5.7	19	507	1336	136	419	183	408	167	700	62	214	363	677	339	387	300	348	281	290	87	66	130	
OAKLAND VS CLEVELAND CALIFORNIA VS TORONTO																													
1.00 - 1.30					A	3.7	14	328	1207	107^	273	149^	257	119^	671	143^	297	461	608	398	420	317	339	240	188^	98^	95^	166^	
1.30 - 2.00					A	4.1	15	363	1279	97^	274	130^	274	119^	704	131^	312	446	653	396	419	316	338	231	235	125^	120^	175	
2.00 - 2.30					A	4.7	17	416	1304	101^	325	158	320	148^	721	79^	261	402	701	382	421	323	362	283	279	101^	95^	157	
2.30 - 3.00					A	4.8	17	425	1242	114^	345	173	333	165	724	54^	227	392	720	388	427	338	377	316	293	78^	59^	96^	
3.00 - 3.30					A	4.7	16	416	1272	122^	353	171	343	167	749	44^	223	375	741	367	423	331	386	328	318	70^	64^	100^	
3.30 - 4.00					A	4.8	16	425	1291	118^	351	159	345	177	746	60^	207	362	733	349	408	302	361	335	325	67^	58^	127^	
4.00 - 4.30					A	4.6	15	408	1296	109^	372	145^	362	162	741	54^	213	335	721	315	376	282	342	328	345	51^	45^	133^	
PRO BOWLERS TOUR					A	4.2	14	372	1456	184	647	186	647	238	668	41^	112^	256	653	241	306	215	280	331	347	74^	42^	68^	
SAT	3.00P	90	ABC	6	B	4.2	13	375	1440	174	615	231	605	240	634	46^	134	283	615	264	329	237	301	317	286	57^	36^	135	
	203	95	SE	16	C	4.4	12	388	1463	165	636	237	626	245	638	37^	134	290	621	274	337	254	316	315	285	58^	34^	131	
3.00 - 3.30					A	3.7	13	328	1511	158^	621	160^	620	197	721	53^	123^	288	695	262	330	235	303	335	365	87^	53^	82^	
3.30 - 4.00					A	4.4	14	390	1423	179	651	179	651	232	635	40^	106^	235	624	224	289	194	259	312	335	74^	39^	64^	
4.00 - 4.30					A	4.4	14	390	1477	216	680	219	680	285	672	33^	110^	256	663	246	310	223	287	354	352	64^	35^	61^	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

64 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 25-MAY 1, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12-17			
										TOT. WORK- PERS ING WOM.		W O M E N								M E N													
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	TOTAL	18-	18-	25-	25-	35-	18-	18-	21-	25-	25-	35-	TOTAL	34	49	21+	49	49	54	64	55+		
#STNS	CVG%	TYPE	T/C																														
WEEKEND DAYTIME OTHER																																	
BUSINESS WORLD				A	1.0	4	89	1261	164v	539^	166v	204^	539^	129v	220^	245^	245^	545^	238^	336^	509^	300^	300^	383^	239^	126v	52v						
SUN	10.00A	30	ABC	6	B	1.0	4	89	1337	186^	575	125^	259^	569	230^	277^	296^	268^	583	199^	330^	568	315^	269^	346^	292^	177^	38v					
	100	66	N	26	C	1.2	4	109	1314	178^	583	118^	256	578	230^	258	286	300	617	159^	318	609	311	287	355	322	231^	30v					
FACE THE NATION				A	2.1	8	186	1220	259^	587	130^	216^	587	161^	223^	271^	309^	596	178^	329^	594	327^	302^	339^	256^	229^	<<						
SUN	10.30A	30	CBS	6	B	2.3	8	205	1375	229	695	107^	226	685	188	237	300	420	608	184	293	597	281	246	301	247	260	18v					
	148	83	CC	32	C	2.5	8	217	1322	208	663	100^	219	654	191	230	293	404	582	129	263	571	251	226	267	250	278	24v					
HEALTH SHOW				A	1.4	5	124	1316	166^	527	157^	275^	489^	206^	234^	177^	224^	436^	121v	326^	429^	319^	286^	287^	263^	110v	182^						
SAT	12.30P	30	ABC	6	B	1.9	7	164	1281	222	583	213	335	567	257	323	239	181^	377	125^	239	365	228	198^	219	179^	117^	109^					
	145	72	N	21	C	1.9	6	165	1381	218	583	210	336	559	255	317	266	185	410	168	274	395	259	221	254	181	103^	125^					
MEET THE PRESS				A	2.3	10	204	1402	199^	632	166^	204^	612	169^	224^	160^	373	598	204^	298^	580	280^	238^	309^	210^	229^	96^						
SUN	9.30A	30	NBC	6	B	2.5	10	224	1378	189	649	122^	240	646	223	278	268	354	600	150	277	593	270	241	318	282	245	43^					
	153	91	CC	32	C	2.1	8	189	1325	199	661	139	236	652	203	249	260	380	543	148	253	527	238	215	270	244	235	40^					
SUNDAY MORNING				A	3.8	16	337	1338	251	717	144^	291	706	258	308	297	376	553	128^	260	530	237	214	268	257	238	18v						
SUN	9.00A	90	CBS	6	B	3.6	15	319	1312	218	687	97^	262	681	241	284	339	382	546	116	268	537	260	237	277	282	237	13v					
	184	96	N	32	C	4.0	16	357	1323	216	662	108	240	657	217	267	314	373	570	117	269	565	263	241	288	297	255	20^					
	9.00 - 9.30			A	3.3	15	292	1331	224	707	122^	261	694	224	281	287	389	532	93^	206^	513	187^	168^	224	254	270	19v						
	9.30 - 10.00			A	4.1	17	363	1383	282	769	167^	337	757	301	352	332	382	554	134^	265	533	244	215	264	243	240	18v						
	10.00 - 10.30			A	3.9	15	346	1331	248	689	143^	276	680	248	292	275	369	584	154^	308	554	278	257	317	281	216	17v						
SUNDAY TODAY				A	2.3	13	204	1368	170^	629	184^	294^	597	233^	268^	224^	300^	559	230^	363	548	352	251^	279^	227^	168^	67v						
SUN	8.00A	90	NBC	6	B	2.1	11	185	1270	200	599	141^	270	586	233	279	277	283	545	168^	308	542	305	260	307	272	189	42v					
	122	89	N	33	C	1.8	10	161	1251	206	587	144^	253	574	218	266	265	285	530	162	286	523	279	242	296	264	190	38v					
	8.00 - 8.30			A	2.0	14	177	1285	166^	660	145^	285^	629	224^	266^	264^	333^	478	166^	303^	470	295^	217^	235^	223^	157^	51v						
	8.30 - 9.00			A	2.6	14	230	1412	140^	613	186^	304	578	236^	262^	220^	283	614	263^	391	598	375	252^	282	243^	193^	69v						
	9.00 - 9.30			A	2.4	11	213	1333	198^	595	206^	279^	566	228^	266^	185^	278^	544	239^	369	535	359	266^	299	205^	143^	76v						
THIS WEEK-DAVID BRINKLEY				A	2.8	10	248	1334	153^	719	86^	205^	719	188^	203^	243^	500	522	95^	221^	501	199^	174^	194^	209^	281	41v						
SUN	11.30A	60	ABC	6	B	3.0	11	269	1348	161	673	78^	199	661	177	205	258	446	575	122^	257	558	240	219	265	245	272	41^					
	174	94	N	26	C	3.3	10	291	1339	148	665	76^	177	657	154	184	273	458	579	117	262	568	251	228	273	250	272	37^					
	11.30 - 12.00			A	2.7	10	239	1330	155^	735	81^	203^	734	188^	202^	256^	518	507	94^	227^	482	202^	183^	198^	200^	266	30v						
	12.00 - 12.30			A	2.8	10	248	1386	158^	729	93^	214^	729	195^	210^	238^	500	555	99^	223^	536	204^	171^	197^	226^	306	52v						

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.5	54.3	55.5	56.1	55.8	58.0	58.6	61.0	62.4	63.9	64.1	63.7	62.1	61.4	60.5	58.4

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

				← MACGYVER (R) →				GENERAL FOODS SHOWCASE LITTLE GIRL LOST (PAE)							
10,190				11.5	10.7 *			12.3 *	19.0	16.1 *		18.5 *		20.5 *	20.8 *
20				20	19 *			21 *	31	25 *		29 *		33 *	35 *
10.5				10.9	11.8			12.7	15.6	16.7		18.0	18.9	20.3	20.5

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

				KATE & ALLIE (R)	DESIGNING WOMEN (R)	NEWHART (R)	EISENHOWER & LUTZ (PAE)	← CAGNEY & LACEY (R) →							
10,100				11.4	11.7			12.7	10.5			9.6	9.6 *		9.6 *
20				20	20			20	16			16	16 *		16 *
11.2				11.7	11.3	12.0		12.3	13.2	10.7	10.3	9.4	9.7	9.7	9.5

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

				ALF (R)	VALERIE'S FAMILY (R)	← UNSOLVED MYSTERIES (R) →				NBC NEWS SPECIAL: STRESS					
13,730				15.5	14.5			13.2	12.9 *			13.4 *	10.2 *		10.3 *
27				27	24			21	20 *			21 *	17 *		17 *
14.9				16.2	14.0	15.0		12.8	13.0	13.6	13.3	10.4	9.9	10.0	10.6

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.3				13.1				12.0				13.4				13.2				13.4				12.6				10.8
25				23				21				22				21				21				20				18

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3				3.0				3.8				4.5				4.6				4.8				4.1				2.9
6				5				7				8				7				8				7				5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6				2.1				2.4				2.8				2.7				2.9				3.0				2.8
3				4				4				5				4				5				5				5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.3				6.2				6.4				7.2				7.8				8.0				8.0				6.8
10				11				11				12				12				13				13				11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6				1.8				1.7				2.0				2.3				2.5				2.5				2.5
3				3				3				3				4				4				4				4

U.S. TV HOUSEHOLDS: 88,800,000

For explanation of symbols, See page B.

A-4 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. APR.26, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.9	52.3	53.1	55.6	56.0	58.8	61.3	63.4	64.4	64.8	65.9	64.9	62.8	61.5	59.2	56.9

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

GROWING
SPAINS
SPECIAL
(PAE)

JUST THE TEN
OF US

CHINA BEACH SPECIAL
(PAE)

16,860					17,900				16,300							
18.8					20.2				18.4							
33					32				29							
18.0	19.6				20.0	20.4			18.8	19.0	18.8	18.5	18.5	18.1	18.1	17.6

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

HOUSTON KNIGHTS

CBS TUESDAY MOVIE
SHARING RICHARD
(PAE)

5,670									10,900							
6.4	6.1	*			6.8	*	12.3	10.6	*			12.0	*	13.4	*	13.2
11	11	*			11	*	20	16	*			18	*	22	*	23
6.1	6.1		6.6		6.9		10.0	11.2		11.9	12.1	13.2	13.6	13.4		12.9

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

MATLOCK
(R)(PAE)

CRIME STORY

12,490													8,860			
14.1	12.9	*			14.1	*		14.9	*			14.4	*	10.0	10.1	*
23	22	*			23	*		23	*			22	*	17	16	*
12.5	13.3		13.9		14.3		14.9	14.9		15.3	13.5	10.4	9.8	9.8		10.1

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.3		13.9		12.5		13.7		13.6		13.8		13.9		11.7
28		26		22		22		21		21		22		20

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2		3.5		3.7		3.8		4.0		4.1		4.4		3.5
8		6		6		6		6		6		7		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0		1.5		1.8		2.1		2.4		2.4		1.8		1.6
2		3		3		3		4		4		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.5		6.2		6.0		6.8		7.1		6.6		6.1		5.3
11		11		10		11		11		10		10		9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1		1.4		2.0		2.1		2.3		2.2		2.5		2.4
2		3		3		3		4		3		4		4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.4	53.6	55.3	56.2	56.2	57.9	59.2	60.4	59.9	60.7	61.2	61.5	59.6	59.0	57.2	55.1

ABC TV							GROWING PAINS (R)	HEAD OF THE CLASS (R)	HOOPERMAN (R)	JUST IN TIME (PAE)			CHINA BEACH			
AVERAGE AUDIENCE (Hhlds (000) & %)							14,000 15.8	14,350 16.2	11,870 13.4	10,540 11.9			13,290 15.0	14.9 *		15.1 *
SHARE AUDIENCE %							28	27	22	19			26	25 *		27 *
AVG. AUD. BY 1/4 HR							15.2	16.3	16.0	13.5	13.3	11.8	12.0	14.9	15.0	15.2

CBS TV							<SMOTHERS BROS COMEDY HOUR>		JAKE AND THE FATMAN (R)(PAE)				EQUALIZER (R)			
AVERAGE AUDIENCE (Hhlds (000) & %)							9,130 10.3	9.6 *	11,160 12.6	12.0 *			9,210 10.4	10.4 *		10.4 *
SHARE AUDIENCE %							18	17 *	21	20 *			18	18 *		19 *
AVG. AUD. BY 1/4 HR							9.8	9.5	10.8	11.2	12.4	13.2	13.4	10.5	10.3	10.6

NBC TV																
AVERAGE AUDIENCE (Hhlds (000) & %)							11,080 12.5	11.8 *	13.1 *	12,230 13.8	12.9 *		14.7 *	11,780 13.3	13.3 *	13.3 *
SHARE AUDIENCE %							21	21 *	22 *	23	21 *		24 *	23	22 *	24 *
AVG. AUD. BY 1/4 HR							11.5	12.1	12.9	13.2	13.5	14.6	14.8	13.4	13.3	13.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	15.1		14.7		13.2		14.0		15.1		15.6		13.9		12.4	
SHARE AUDIENCE %	28		26		23		23		25		25		23		22	

SUPERSTATIONS

AVERAGE AUDIENCE	3.9		3.3		3.0		3.2		3.2		3.4		3.4		3.0	
SHARE AUDIENCE %	7		6		5		5		5		6		6		5	

PBS

AVERAGE AUDIENCE	1.7		1.8		2.2		1.5		1.3		1.0		0.9		0.6	^
SHARE AUDIENCE %	3		3		4		3		2		2		2		1	^

CABLE ORIG.

AVERAGE AUDIENCE	5.2		5.7		5.5		5.6		6.5		6.3		6.2		5.7	
SHARE AUDIENCE %	10		10		10		9		11		10		10		10	

PAY SERVICES

AVERAGE AUDIENCE	2.4		2.9		3.0		3.1		3.6		4.0		4.4		3.4	
SHARE AUDIENCE %	5		5		5		5		6		7		7		6	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE. THU, APR. 28, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.8	52.3	53.1	54.7	55.3	57.3	58.2	59.7	61.2	63.0	62.3	62.5	61.9	61.4	59.8	57.5

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

MAX HEADROOM				HOTEL (PAE)				BUCK JAMES			
4.160				6.110				6.110			
4.7	5.0 *		4.4 *	6.9	5.8 *		8.0 *	6.9	6.8 *		7.0
8	9 *		7 *	11	9 *		13 *	11	11 *		12
5.5	4.4	4.4	4.3	5.4	6.2	7.5	8.4	6.7	6.9	7.0	7.1

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

\longleftrightarrow 48 HOURS ILLEGAL DRUGS			\longleftrightarrow SIMON & SIMON (R)(PAE)			\longleftrightarrow KNOTS LANDING		
9,750				10,540			14,180	
11.0	10.3 *		11.8 *	11.9	10.8 *	13.0 *	16.0	15.6 *
19	18 *		20 *	19	17 *	21 *	27	25 *
16.0	10.5	11.7	11.9	10.7	10.9	12.5	13.6	15.5
								15.8
								16.3
								28
								16.3

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

BILL COSBY SHOW	A DIFFERENT WORLD	CHEERS	DAYS & NIGHTS- MOLLY DODD	L.A.	LAW
20,560	20,110	20,910	14,620	16,130	
23.2	22.7	23.6	16.5	18.2	18.1
41	38	38	26	30	31
21.7	22.3	23.3	17.2	18.2	17.8
24.7	23.2	23.9	15.9	18.5	18.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.2	13.9	12.2	13.6	14.7	16.2	14.9	12.5
SHARE AUDIENCE %	28	26	22	23	24	26	24	21

SUPERSTATIONS

AVERAGE AUDIENCE SHARE AUDIENCE %	3.7 7	3.3 6	2.9 5	3.2 5	3.4 5	4.3 7	4.0 6	3.4 6
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PBS

AVERAGE AUDIENCE SHARE AUDIENCE %	1.6 3	2.4 4	3.0 5	2.8 5	3.0 5	2.8 4	2.1 3	1.7 3
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CABLE ORIG.

AVERAGE AUDIENCE	5.3	6.2	5.8	7.2	7.1	7.9	6.3	5.2
SHARE AUDIENCE %	10	12	10	12	11	13	10	9

PAY SERVICES

AVERAGE AUDIENCE	1.2	1.5	1.5	1.5	3.1	4.1	3.8	3.1
SHARE AUDIENCE %	2	3	3	3	5	7	6	5

U.S. TV HOUSEHOLDS:	88,600,000
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For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.8	49.5	50.1	51.5	50.9	51.9	53.4	55.2	57.0	58.5	58.5	58.4	56.3	56.5	56.6	55.4

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

PERFECT STRANGERS		FULL HOUSE		MR. BELVEDERE		FAMILY MAN (PAE)		$\longleftrightarrow \frac{20}{20} \longrightarrow$		
10,280		10,370		10,190		7,970		9,570		
11.6		11.7		11.5		9.0		10.8		
23		22		20		15		19		
11.3	11.9	11.6	11.7	11.3	11.7	9.1	8.8	10.7	10.9 *	11.0
										10.8 *
										19 *
										10.5

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

BEAUTY & THE BEAST (R)			DALLAS (PAE)			FALCON CREST		
8,330			13,820			11,430		
9.4	8.6 *		10.2 *	15.6	14.8 *	16.4 *	12.9	12.9 *
18	17 *		19 *	27	26 *	28 *	23	23 *
8.5	8.8	9.6	10.8	14.2	15.4	16.3	12.9	13.1
				16.5				12.9

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

<div style="border: 1px solid black; padding: 2px;">DOWN & OUT-DONALD DUCK (R)</div>			← HIGHWAYMAN →			← MIAMI VICE →		
7,620			7,890			11,780		
8.6	8.3 *		8.9 *	8.9	8.4 *	9.5 *	13.3	12.7 *
16	16 *		15 *	15	15 *	16 *	24	23 *
8.4	8.2	8.7	9.1	8.2	8.6	9.1	12.3	13.2
					9.1			13.7
								14.1

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1960-61	1,000,000	10.0
1961-62	1,000,000	10.0
1962-63	1,000,000	10.0
1963-64	1,000,000	10.0
1964-65	1,000,000	10.0
1965-66	1,000,000	10.0
1966-67	1,000,000	10.0
1967-68	1,000,000	10.0
1968-69	1,000,000	10.0
1969-70	1,000,000	10.0
1970-71	1,000,000	10.0
1971-72	1,000,000	10.0
1972-73	1,000,000	10.0
1973-74	1,000,000	10.0
1974-75	1,000,000	10.0
1975-76	1,000,000	10.0
1976-77	1,000,000	10.0
1977-78	1,000,000	10.0
1978-79	1,000,000	10.0
1979-80	1,000,000	10.0
1980-81	1,000,000	10.0
1981-82	1,000,000	10.0
1982-83	1,000,000	10.0
1983-84	1,000,000	10.0
1984-85	1,000,000	10.0
1985-86	1,000,000	10.0
1986-87	1,000,000	10.0
1987-88	1,000,000	10.0
1988-89	1,000,000	10.0
1989-90	1,000,000	10.0
1990-91	1,000,000	10.0
1991-92	1,000,000	10.0
1992-93	1,000,000	10.0
1993-94	1,000,000	10.0
1994-95	1,000,000	10.0
1995-96	1,000,000	10.0
1996-97	1,000,000	10.0
1997-98	1,000,000	10.0
1998-99	1,000,000	10.0
1999-00	1,000,000	10.0
2000-01	1,000,000	10.0
2001-02	1,000,000	10.0
2002-03	1,000,000	10.0
2003-04	1,000,000	10.0
2004-05	1,000,000	10.0
2005-06	1,000,000	10.0
2006-07	1,000,000	10.0
2007-08	1,000,000	10.0
2008-09	1,000,000	10.0
2009-10	1,000,000	10.0
2010-11	1,000,000	10.0
2011-12	1,000,000	10.0
2012-13	1,000,000	10.0
2013-14	1,000,000	10.0
2014-15	1,000,000	10.0
2015-16	1,000,000	10.0
2016-17	1,000,000	10.0
2017-18	1,000,000	10.0
2018-19	1,000,000	10.0
2019-20	1,000,000	10.0
2020-21	1,000,000	10.0
2021-22	1,000,000	10.0
2022-23	1,000,000	10.0
2023-24	1,000,000	10.0
2024-25	1,000,000	10.0
2025-26	1,000,000	10.0
2026-27	1,000,000	10.0
2027-28	1,000,000	10.0
2028-29	1,000,000	10.0
2029-30	1,000,000	10.0
2030-31	1,000,000	10.0
2031-32	1,000,000	10.0
2032-33	1,000,000	10.0
2033-34	1,000,000	10.0
2034-35	1,000,000	10.0
2035-36	1,000,000	10.0
2036-37	1,000,000	10.0
2037-38	1,000,000	10.0
2038-39	1,000,000	10.0
2039-40	1,000,000	10.0
2040-41	1,000,000	10.0
2041-42	1,000,000	10.0
2042-43	1,000,000	10.0
2043-44	1,000,000	10.0
2044-45	1,000,000	10.0
2045-46	1,000,000	10.0
2046-47	1,000,000	10.0
2047-48	1,000,000	10.0
2048-49	1,000,000	10.0
2049-50	1,000,000	10.0

AVERAGE AUDIENCE	13.5	13.6	13.4	14.6	15.4	16.0	13.9	13.0
SHARE AUDIENCE %	27	27	26	27	27	27	25	23

SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

AVERAGE AUDIENCE SHARE AUDIENCE %	3.4 7	3.5 7	3.5 7	4.2 8	4.6 8	4.8 8	4.4 8	3.7 7
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PBS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

AVERAGE AUDIENCE	1.7	1.9	2.6	2.3	2.0	1.9	1.3	1.2
SHARE AUDIENCE %	3	4	5	4	3	3	2	2

CABLE ORIG.

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1980-81	17.6	1.0
1981-82	17.6	1.0
1982-83	17.6	1.0
1983-84	17.6	1.0
1984-85	17.6	1.0
1985-86	17.6	1.0
1986-87	17.6	1.0
1987-88	17.6	1.0
1988-89	17.6	1.0
1989-90	17.6	1.0
1990-91	17.6	1.0
1991-92	17.6	1.0
1992-93	17.6	1.0
1993-94	17.6	1.0
1994-95	17.6	1.0
1995-96	17.6	1.0
1996-97	17.6	1.0
1997-98	17.6	1.0
1998-99	17.6	1.0
1999-00	17.6	1.0
2000-01	17.6	1.0
2001-02	17.6	1.0
2002-03	17.6	1.0
2003-04	17.6	1.0
2004-05	17.6	1.0
2005-06	17.6	1.0
2006-07	17.6	1.0
2007-08	17.6	1.0
2008-09	17.6	1.0
2009-10	17.6	1.0
2010-11	17.6	1.0
2011-12	17.6	1.0
2012-13	17.6	1.0
2013-14	17.6	1.0
2014-15	17.6	1.0
2015-16	17.6	1.0
2016-17	17.6	1.0
2017-18	17.6	1.0
2018-19	17.6	1.0
2019-20	17.6	1.0
2020-21	17.6	1.0
2021-22	17.6	1.0
2022-23	17.6	1.0
2023-24	17.6	1.0
2024-25	17.6	1.0
2025-26	17.6	1.0
2026-27	17.6	1.0
2027-28	17.6	1.0
2028-29	17.6	1.0
2029-30	17.6	1.0
2030-31	17.6	1.0
2031-32	17.6	1.0
2032-33	17.6	1.0
2033-34	17.6	1.0
2034-35	17.6	1.0
2035-36	17.6	1.0
2036-37	17.6	1.0
2037-38	17.6	1.0
2038-39	17.6	1.0
2039-40	17.6	1.0
2040-41	17.6	1.0
2041-42	17.6	1.0
2042-43	17.6	1.0
2043-44	17.6	1.0
2044-45	17.6	1.0
2045-46	17.6	1.0
2046-47	17.6	1.0
2047-48	17.6	1.0
2048-49	17.6	1.0
2049-50	17.6	1.0
2050-51	17.6	1.0
2051-52	17.6	1.0
2052-53	17.6	1.0
2053-54	17.6	1.0
2054-55	17.6	1.0
2055-56	17.6	1.0
2056-57	17.6	1.0
2057-58	17.6	1.0
2058-59	17.6	1.0
2059-60	17.6	1.0
2060-61	17.6	1.0
2061-62	17.6	1.0
2062-63	17.6	1.0
2063-64	17.6	1.0
2064-65	17.6	1.0
2065-66	17.6	1.0
2066-67	17.6	1.0
2067-68	17.6	1.0
2068-69	17.6	1.0
2069-70	17.6	1.0
2070-71	17.6	1.0
2071-72	17.6	1.0
2072-73	17.6	1.0
2073-74	17.6	1.0
2074-75	17.6	1.0
2075-76	17.6	1.0
2076-77	17.6	1.0
2077-78	17.6	1.0
2078-79	17.6	1.0
2079-80	17.6	1.0
2080-81	17.6	1.0
2081-82	17.6	1.0
2082-83	17.6	1.0
2083-84	17.6	1.0
2084-85	17.6	1.0
2085-86	17.6	1.0
2086-87	17.6	1.0
2087-88	17.6	1.0
2088-89	17.6	1.0
2089-90	17.6	1.0
2090-91	17.6	1.0
2091-92	17.6	1.0
2092-93	17.6	1.0
2093-94	17.6	1.0
2094-95	17.6	1.0
2095-96	17.6	1.

AVERAGE AUDIENCE	5.2	6.4	7.4	7.2	6.9	7.0	6.5	5.6
SHARE AUDIENCE %	11	13	14	13	12	12	12	10

PAY SERVICES

	AVERAGE AUDIENCE
	SHARE AUDIENCE %

AVERAGE AUDIENCE	2.2	2.3	2.8	3.3	3.6	3.2	3.3	3.3
SHARE AUDIENCE %	4	5	5	6	6	5	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	40.8	41.9	43.3	44.7	48.2	49.9	51.3	52.8	54.3	55.5	54.8	55.1	54.1	54.2	53.9	52.7	48.7	45.5

← DOLLY → ← OHARA (PAE) → ← SPENSER: FOR HIRE →

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

7,090 8.0 7.6 * 8.3 * 6,200 7.0 6.7 * 7.4 * 8,510 9.1 * 10.1 *
16 15 * 16 * 13 12 * 13 * 18 * 17 * 19 *
7.7 7.6 8.1 8.5 6.8 6.6 7.2 7.6 8.8 9.4 10.0 10.2

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← HIGH MOUNTAIN RANGERS (R) → ← TOUR OF DUTY (PAE) → ← WEST 57TH →

6,560 7.4 7.0 * 7.8 * 7,350 8.3 7.7 * 8.9 * 7,710 8.7 * 8.5 *
15 14 * 15 * 15 14 * 16 * 16 * 16 * 16 *
7.0 7.1 7.7 7.9 7.4 8.1 8.9 8.9 9.1 8.5 8.9 8.2

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FACTS OF LIFE 227 GOLDEN GIRLS AMEN ← HUNTER →

10,900 12.3 25 11.3 13.4 13,020 14.7 28 13.8 15.7 18,160 20.5 37 20.1 20.9 15,680 17.7 32 17.5 17.9 14,350 16.2 30 16.0 16.2 16.1 * 30 * 16.5 16.4 * 31 *

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.6 31 13.5 31 11.4 23 11.3 22 11.1 20 11.5 21 11.5 21 9.9 19 9.4 20

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7 9 3.9 9 2.8 6 2.5 5 2.7 5 2.8 5 3.5 6 2.5 5 1.9 4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8 4 2.3 5 2.4 5 2.5 5 2.0 4 2.1 4 2.1 4 2.2 4 1.7 4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.8 16 7.4 17 7.3 15 7.0 13 6.2 11 6.6 12 6.9 13 6.2 12 5.4 11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7 7 2.8 6 3.8 8 4.2 8 4.8 9 4.5 8 4.1 8 4.2 8 4.1 9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	40.6	37.9	35.3	33.4	31.1	28.7	25.7	23.1	20.7	18.8	16.8	15.2	13.3	12.4				

ABC TV

(1)

AVERAGE AUDIENCE { 1,330
(Hhlds (000) & %) 1.5
SHARE AUDIENCE % 4
AVG. AUD. BY 1/4 HR % 1.5

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SAT NIGHT'S MAIN EVENT-16
(11:30-12:54)(PAE)

8,150
9.2 10.0 * 9.2 *
27 26 * 27 *
10.4 9.5 9.4 9.0 8.6

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.3 8.5 7.2 6.4 5.5 4.6 3.6
24 25 24 26 28 29 28

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0 2.3 2.2 1.8 1.5 1.0 0.6 ^
5 7 7 7 8 6 5 ^

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7 1.4 0.9 0.6 ^ 0.5 ^ 0.5 ^
4 4 3 2 ^ 3 ^ 4 ^

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.3 3.9 3.7 3.1 2.8 2.5 2.2
14 11 12 13 14 16 17

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.0 3.8 3.7 3.8 3.5 3.2 2.9
10 11 12 16 18 20 23

U.S. TV HOUSEHOLDS: 88,800,000
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	50.2	52.6	54.6	56.7	59.5	61.6	62.8	64.5	66.7	67.5	68.0	68.0	67.7	67.3	66.1	64.0	52.5	44.8

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	DISNEY SUNDAY MOVIE SPLASH, TOO, PT.1				SUPERSTARS AND THEIR MOMS				ABC SUNDAY NIGHT MOVIE ONASSIS - THE RICHEST MAN IN THE WORLD, PT.1 (PAE)									
	7,440				8,060				10,990									
	8.4	7.9 *			9.1 *	8.4 *			12.4 *	11.9 *			12.6 *		12.4 *		12.5 *	
	16	15 *			15	14 *			19	18 *			19 *		18 *		19 *	
	7.5	8.2	8.9	9.0	8.5	8.4	9.6	10.1	11.7	12.2	12.5	12.7	12.4	12.4	12.4	12.5		

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	60 MINUTES				MURDER, SHE WROTE				CBS SUNDAY MOVIE MAGNUM, P.I. - FINALE (PAE)									
	17,190				18,430				28,350									
	19.4	18.5 *			20.4 *	19.6 *			32.0 *	30.8 *			31.5 *		32.6 *		33.2 *	3,010
	36	36 *			37	33			48	46 *			46 *		48 *		51 *	6
	17.4	19.5	20.3	20.5	19.4	19.8	21.2	22.8	30.3	31.4	31.6	31.4	32.4	32.8	33.2	33.1	3.4	

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	OUR HOUSE (7:01-8:01)(PAE)				FAMILY TIES (8:01-8:31)(PAE)		DAY BY DAY (8:31-9:01)(PAE)		NBC SUNDAY NIGHT MOVIE MAD MAX BEYOND THUNDERDOME (9:01-11:01)(PAE)									
	6,820				11,430		10,370		8,150									
	7.7	6.9 *			12.9 *		11.7		9.2	9.2 *			9.4 *		9.5 *		8.8 *	
	14	13 *			21		18		14	14 *			14 *		14 *		14 *	
	6.5	7.2	7.9	8.9	12.0	13.8	11.7	11.8	9.5	9.0	9.3	9.5	9.5	9.4	9.2	8.5	8.6	

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.5		13.0		13.5		13.4		10.1		9.8		8.8		6.3		6.1	
24		23		22		21		15		14		13		10		13	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6		2.8		2.6		2.8		2.6		2.6		2.6		1.8		1.8	
5		5		4		4		4		4		4		3		4	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3		1.6		3.0		4.0		2.1		2.1		1.4		1.3		1.1	
3		3		5		6		3		3		2		2		2	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.1		4.7		4.6		4.1		4.3		4.0		3.8		3.7		3.1	
10		8		8		6		6		6		6		6		6	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0		3.2		3.7		4.3		6.7		7.5		7.5		6.6		5.0	
6		6		6		7		10		11		11		10		10	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	35.8	31.9	27.0	24.2	20.7	18.3	15.9	14.2	12.8	11.9	10.6	9.6	8.9	8.1				

ABC TV

(1)

AVERAGE AUDIENCE	{	1,950
(Hhlds (000) & %)		2.2
SHARE AUDIENCE	%	8
AVG. AUD. BY 1/4 HR	%	2.2

CBS TV

AVERAGE AUDIENCE	{	
(Hhlds (000) & %)		
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

(2)

(PAE)

AVERAGE AUDIENCE	{	1,680
(Hhlds (000) & %)		1.9
SHARE AUDIENCE	%	6
AVG. AUD. BY 1/4 HR	%	1.9

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	6.5	5.3	4.0	3.2	2.5	2.1	1.7
SHARE AUDIENCE %	19	21	21	21	20	21	20

SUPERSTATIONS

AVERAGE AUDIENCE	1.9	1.4	1.1	1.1	0.7	0.7	0.6
SHARE AUDIENCE %	6	5	6	7	6 ^	7 ^	7 ^

PBS

AVERAGE AUDIENCE	1.3	1.0	0.7	0.3	0.2	0.1	0.1
SHARE AUDIENCE %	4	4	4 ^	2 ^	2 ^	1 v	1 v

CABLE ORIG.

AVERAGE AUDIENCE	3.1	2.4	1.5	1.3	1.1	1.0	1.0
SHARE AUDIENCE %	9	9	8	9	9	10	12

PAY SERVICES

AVERAGE AUDIENCE	4.7	4.9	3.6	2.9	2.8	2.5	2.1
SHARE AUDIENCE %	14	19	18	19	23	25	25

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SUN, ABC (11:30-11:45)
 (2) G MICHAELS SPORTS MACHINE, (PAE), NBC (11:31-11:46)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.4	10.3	12.6	14.9	17.9	19.8	20.7	21.2	21.6	21.8	21.6	21.6	21.7	21.8	21.8	21.8	21.2	21.2

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) {PARTICIPATING (PAE)}	GOOD MORNING AMERICA-830 (CO-OP) {PARTICIPATING (PAE)}
	1,520		2,460	3,880	3,860
	1.7		2.8	4.4	4.4
	.16		.18	.21	.20
	1.7		2.8	4.5	4.3
					4.4
					4.3

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

	CBS MORNING NEWS-6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1	CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2	\$25,000 PYRAMID
	1,010		2,020		2,160	2,340
	1.1		2.3		2.4	2.6
	.10		.11		.11	.12
	1.1	1.2	2.3	2.3	2.3	2.5
					2.5	2.7

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBC NEWS AT SUNRISE (PAE)		TODAY SHOW-7:30AM (CO-OP) {PARTICIPATING (PAE)}	TODAY SHOW-8:30AM (CO-OP) {PARTICIPATING (PAE)}	SALE OF THE CENTURY
1,830		3,970	3,850	2,460
2.1		4.5	4.3	2.8
.21		.21	.20	.13
1.8	2.4	4.6	4.4	2.7
				2.9

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	3.5	5.8	6.9	6.6	6.2	5.4	5.4	5.4
19	26	31	33	30	29	25	25	25

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7	1.4	2.2	2.4	2.1	2.2	1.9	1.9	1.8
7	10	11	11	10	10	9	9	8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

<<	0.1	0.4	0.8	1.2	1.3	1.2	1.1	1.0
<<	1	2	4	5	6	6	5	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3	1.4	2.0	2.0	2.1	2.3	2.2	2.4	2.3
14	10	10	10	10	10	10	11	11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8	0.7	0.8	0.8	0.9	0.9	0.8	0.8	0.8
9	5	4	4	4	4	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	20.7	20.7	20.9	21.4	21.5	22.2	23.3	24.2	25.0	25.6	26.8	27.5	26.8	27.0	26.7	27.0	27.0	27.2

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS?

THE M-F

HOME

RYAN'S HOPE

LOVING

← ALL MY CHILDREN →

← ONE LIFE TO LIVE (PAE) →

2,290
2.6
12
2.5

2,070
2.3
11
2.3

2,110
2.4
10
2.3

3,370
3.8
15
3.7

5,990
6.8
25
6.1

6.4 *
24 *
6.7

7.1 *
26 *
7.1

6,040
6.8 *
25 *
6.8

6.8 *
25 *
6.8

6.8 *
25 *
6.9

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NEW CARD SHARKS

PRICE IS RIGHT 1

PRICE IS RIGHT 2 (PAE)

← YOUNG AND THE RESTLESS → BOLD AND THE BEAUTIFUL

← AS THE WORLD TURNS →

2,450
2.8
13
2.7

2.9

4,160
4.7
22
4.4

5,260
5.9
27
5.7

6,170
7.0
28
6.7

6.8 *
28 *
7.0

7.2 *
28 *
7.2

4,320
4.9
18
4.4

5,510
6.2
23
6.1

6.1 *
23 *
6.2

6.4 *
24 *
6.3

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CLASSIC CONCENTRATION

WHEEL OF FORTUNE

WIN, LOSE OR DRAW

SUPER PASSWORD

SCRABBLE

← DAYS OF OUR LIVES →

← ANOTHER WORLD (PAE) →

2,800
3.2
15
3.1

3.2

3,970
4.5
21
4.4

3,210
3.6
17
3.5

2,570
2.9
12
2.8

3,170
3.6
14
3.5

5,250
5.9
22
5.5

5.6 *
21 *
5.8

3,990
4.5 *
17 *
4.6

4.5 *
17 *
4.4

4.4 *
16 *
4.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.0
24

4.7
22

4.7
22

4.8
20

5.7
23

5.4
20

5.7
21

5.6
21

5.9
22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7
8

1.6
8

1.7
8

1.7
7

2.0
8

1.7
6

1.6
6

1.5
6

1.7
6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8
4

0.7
3

0.8
3

0.7
3

0.7
3

0.8
3

0.7
2

0.6
2

0.6
2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1
10

2.3
11

2.3
10

2.5
10

2.7
11

2.6
10

2.7
10

3.1
11

3.0
11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.9
4

0.9
4

0.9
4

0.8
3

0.8
3

0.7
3

0.6
2

0.7
3

0.7
3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	26.9	27.4	27.7	28.9	29.4	31.5	33.3	35.0	36.1	38.0	39.2	41.0	45.8	47.8	48.4	49.6

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← GENERAL HOSPITAL →

(PAE)

ABC WORLD
NEWS TONIGHT

6,240																
7.0	7.0	*		7.1	*											
25	26	*		25	*											
7.1	7.0		7.0	7.1												

9,230	
10.4	
21	
10.2	10.6

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← GUIDING LIGHT
(PAE) →CBS EVENING
NEWS-RATHER

5,140																
5.8	5.8	*		5.8	*											
21	21	*		21	*											
5.8	5.8		5.8	5.8												

8,520	
9.6	
20	
9.6	9.6

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SANTA BARBARA →

(PAE)

NBC NIGHTLY
NEWS

3,540																
4.0	3.9	*		4.0	*											
14	15	*		14	*											
4.0	3.9		3.9	4.1												

7,600	
8.6	
18	
8.5	8.7

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.3		7.2		8.2		9.6		10.9		12.0		13.2		14.4
23		25		27		28		29		30		28		29

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8		1.9		2.3		2.7		3.1		3.3		3.1		3.3
7		7		8		8		8		8		7		7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7		0.7		1.0		1.0		0.9		0.9		1.1		1.2
3		3		3		3		3		2		2		2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3		3.7		4.0		4.2		4.0		4.3		4.8		5.1
12		13		13		12		11		11		10		10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.9		0.9		0.8		0.9		0.9		0.8		1.2		1.5
3		3		3		3		2		2		3		3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	8.2	9.3	11.1	13.1	15.3	17.8	20.1	21.9	23.9	25.8	26.3	26.8	27.6	28.5	28.0	27.9	27.7	27.7

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE CLOWNS-ALL HAPPYTOWN	NEW POUND PUPPIES	MY PET MONSTER	LITTLE WIZARDS	REAL GHOSTBUSTERS	REAL GHOSTBUSTERS	BUGS BUNNY & TWEETY SHOW
1,770	2,840	3,280	3,460	4,250	4,610	4,250
2.0	3.2	3.7	3.9	4.8	5.2	4.8
12	15	15	15	17	19	17
1.8	2.2	2.9	3.4	4.7	5.0	4.7

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES	MUPPET BABIES	MUPPET BABIES	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
2,040	3,370	4,610	5,140	5,230	3,720	3,630
2.3	3.8	5.2	5.8	5.9	4.2	4.1
14	18	21	22	21	15	15
2.0	2.6	3.6	4.1	5.8	4.3	4.0

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
3,190	3,720	4,430	5,050	4,520	4,780	3,190
3.6	4.2	5.0	5.7	5.1	5.4	3.6
22	20	20	22	18	19	13
3.2	4.1	4.2	4.8	5.2	5.0	3.8

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3	3.3	4.2	4.5	4.9	5.3	5.8	6.6	6.9
26	27	25	21	20	20	21	24	25

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7	1.1	1.5	1.6	1.3	1.6	1.4	1.7	1.9
8	9	9	8	5	6	5	6	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.2	0.4	0.6	0.9	0.9	1.1	1.2	1.4	1.6
2	3	4	4	4	4	4	5	6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.2	2.9	3.8	4.5	4.3	4.6	4.5	4.7
20	18	17	18	18	16	16	16	17

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0	1.0	1.3	1.3	1.4	1.6	1.8	1.8	1.8
11	8	8	6	6	6	6	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.9	27.2	26.7	27.3	27.6	27.0	26.7	26.5	26.4	26.7	27.0	27.2	27.6	27.9	28.3	29.7	30.3	30.7

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	FLINTSTONE KIDS	ANIMAL CRACK- UPS	HEALTH SHOW	(1)														
	3,460	2,750	1,240	1,590	1,770										3,720			
	3.9	3.1	1.4	1.8	2.0										4.2			
	14	11	5	7	7										14			
	3.9	3.8	3.0	3.2	1.4	1.4	1.8	1.8	1.9	1.8	1.8	2.0	2.0	2.2	3.6	3.9	4.2	4.5

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	DENNIS THE MENACE	TEEN WOLF	GALAXY HIGH SCHOOL															
	3,010	3,010	2,750															
	3.4	3.4	3.1															
	13	13	11															
	3.4	3.3	3.2	3.5	3.0	3.1												

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	NEW ARCHIES	FOOFUR (PAE)	I'M TELLING	(3)														
	3,100	2,300	1,680	2,920	4,080													
	3.5	2.6	1.9	3.3	4.6													
	15	10	7	12	16													
	3.3	3.6	2.7	1.9	1.9	3.3	3.7	4.1	4.1	4.1	4.7	4.6	4.8	4.8	4.7	4.8	4.8	4.7

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

	7.2	6.8	7.5	7.4	8.0	8.1	9.0	9.3	9.9
	27	25	27	28	30	30	32	32	32

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.9	1.6	1.8	2.0	1.9	1.9	2.1	2.4	2.9
	7	6	7	8	7	7	8	8	10

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.7	1.3	1.5	1.6	1.5	1.5	1.8	1.7	1.6
	6	5	5	6	6	6	6	6	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	4.8	5.3	5.3	5.6	5.4	5.3	5.8	5.6	5.8
	18	20	19	21	20	20	21	19	19

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.9	2.4	2.2	2.5	3.1	3.3	2.7	2.6	2.6
	7	9	8	9	12	12	10	9	9

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS, HERE COME THE LITTLES, PT. 2, ABC, (1:00-1:30)
(2) NBA PLAYOFF GAME SAT, HOUSTON VS DALLAS, CBS, (3:30-6:04)
(3) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (1:00-1:18)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	30.7	30.9	30.8	31.6	32.4	33.1	33.7	35.2	37.7	38.9	39.5	40.0						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

PRO BOWLERS
TOUR
(3:00-4:30)

← ABC WIDE WORLD-SPORTS SAT →

ABC WRLD NEWS
TONIGHT-SAT

			3,190									4,160						
	4.4	*	3.6		3.1	*		3.7	*		3.9	*						
	14	*	11		10	*		11	*		11	*						
	4.6	4.1	3.1		3.2	3.6	3.8	4.0	3.9		4.6	4.8						

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

NBA PLAYOFF GAME SAT
HOUSTON VS DALLAS
(3:30-6:04)

CBS SAT. NEWS-
SCHIEFFER

												4,960						
	3.4	*			4.1	*		5.0	*		5.8	*						
	11	*			13	*		15	*		17	*						
	3.3	3.6	3.9		4.2	4.9	5.1	5.7	5.9	5.6	5.5	5.8						

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

(1)

LEGENDS OF GOLF-SAT
(4:25-6:00)(PAE)

NBC NIGHTLY
NEWS-SAT.

			2,840									5,490						
	3.2				3.4	*		3.1	*		3.0	*						
	10				11	*		9	*		9	*						
	4.6	3.7	3.4		3.4	3.3	2.9	2.9	3.1		6.0	6.3						

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.3		11.5		11.1		11.8		12.9		13.8
33		37		34		34		34		35

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1		3.6		3.5		3.6		4.1		4.4
10		12		11		10		11		11

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6		1.7		2.0		2.2		1.9		1.9
5		5		6		6		5		5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.2		6.7		7.2		7.3		7.0		6.0
20		21		22		21		18		15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4		2.1		2.0		2.0		2.0		2.4
8		7		6		6		5		6

U.S. TV HOUSEHOLDS: 88,600,000

(1) NBC MAJOR LEAGUE BASEBALL, OAKLAND VS CLEVELAND, CALIFORNIA VS TORONTO, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.9	7.6	9.0	10.8	12.7	14.6	16.2	17.8	20.1	21.7	22.5	23.2	24.4	25.1	24.8	24.6	24.9	26.2

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BUSINESS WORLD

890
1.0
4
1.0

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE NATION

3,370
3.8
16
3.0
3.3
15
3.6
*
4.2
4.1
17
4.1
*
4.1
3.9
15
3.7
*
2.1
8
2.2
2.0

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

2,040
2.3
13
1.7
2.0
14
2.2
*
2.6
14
2.6
*
2.4
11
2.4
*
2,040
2.3
10
2.2

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8
25
2.6
26
4.0
29
5.4
32
6.3
30
7.3
32
7.7
31
8.1
33
8.9
35

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.4
6
0.8
8
1.4
10
1.8
11
2.0
10
2.3
10
2.2
9
2.5
10
2.7
11

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1
1
0.4
4
0.9
7
1.2
7
1.6
8
1.6
7
1.8
7
1.5
6
1.6
6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6
22
2.3
23
3.1
23
3.6
21
4.2
20
4.1
18
4.3
17
4.5
18
4.7
18

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6
22
1.7
17
1.8
13
2.3
14
2.8
13
3.3
14
4.1
17
4.1
17
3.3
13

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.5	26.4	26.4	26.7	27.1	27.3	26.8	28.1	29.4	30.1	30.2	30.4	31.1	31.8	32.1	32.8	33.1	34.1

ABC TV

←THIS WEEK-DAVID BRINKLEY→

IND. INSURANCE GOLF-SUN.
(1:30-4:02)(PAE)

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	2,480								2,040									
%	2.8	2.7 *			2.8 *				2.3	1.8 *			1.9 *		2.3 *		2.4 *	3.0 *
%	10	10 *			10 *				7	6 *			6 *		7 *		9 *	
%	2.7	2.7	2.8		2.9				1.8	1.7	1.8		2.0	2.2	2.3	2.3	2.6	3.0

CBS TV

NBA PLAYOFF GAME-1
NY KNICKS VS BOSTON CELTICS

(1)

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{							5,230										6,020	
%							5.9	4.7 *		6.2 *			6.1 *		6.4 *		6.2 *	5.9 *
%							19	17 *		21 *			20 *		20 *		19 *	18 *
%							4.2	5.2	5.9	6.4	6.3		5.9	6.4	6.3	6.4	6.0	6.1

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{																		
%																		
%																		
%																		

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.5		9.8		10.7		10.0		10.0		10.8		11.3		11.2		11.9
36		37		39		36		34		36		36		35		35

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2		3.5		3.7		2.9		2.3		2.7		3.3		2.9		3.0
12		13		14		11		8		9		11		9		9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4		1.5		1.7		1.4		1.4		1.2		1.2		1.2		1.3
5		6		6		5		5		4		4		4		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.7		5.1		5.4		4.9		4.7		5.5		5.9		6.5		6.9
18		19		20		18		16		18		19		20		21

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0		2.8		2.7		3.1		3.5		2.8		2.5		2.9		2.6
11		11		10		11		12		9		8		9		8

U.S. TV HOUSEHOLDS: 88,600,000
(1) NBA PLAYOFF GAME-2, CLEVELND VS CHICAG/SEATL VS DENVR, CBS, (3:30-8:00)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	34.3	34.8	35.4	35.6	36.1	37.3	38.0	38.7	39.8	41.8	43.1	43.9						

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

1,860																		
2.1	3.2	*		1.9	*		1.4	*		1.8	*							
6	9	*		5	*		4	*		5	*							
3.1	3.3	2.3		1.4	1.3		1.5	1.6		2.0	2.6							

AT&T TENNIS CHALLENGE
(4:02-6:10)(PAE)

ABC WORLD NEWS
TONIGHT-SUN

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

	6.2	*		6.4	*		7.1	*		8.2	*	6,910						
	18	*		18	*		19	*		21	*	7.8						
6.1	6.2	6.2		6.7	6.9		7.2	8.1		8.3	7.5	8.1						

NBA PLAYOFF GAME-2
CLEVELAND VS CHICAGO
SEATTLE VS DENVER
(3:30-6:00)

CBS EVENING
NEWS-SUNDAY

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

3,280																		
3.7	2.1	*		2.7	*		3.2	*		3.7	*		4.6	*		5.0	*	
9	6	*		8	*		9	*		10	*		11	*		11	*	
2.3	2.0	2.5		2.8	3.2		3.2	3.4		4.0	4.5		4.6	4.8		5.1		

LEGENDS OF GOLF-SUN
(MULTI SEGMENT)(PAE)

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.6		13.1		13.0		13.5		14.2		14.5								
37		37		35		35		35		33								

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3		3.3		3.4		3.4		3.8		3.4								
10		9		9		9		9		8								

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3		1.6		1.6		1.9		1.7		1.2								
4		5		4		5		4		3								

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.7		7.4		7.1		6.3		6.4		6.6								
22		21		19		16		16		15								

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8		3.0		3.3		3.0		3.2		3.1								
8		8		9		8		8		7								

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.